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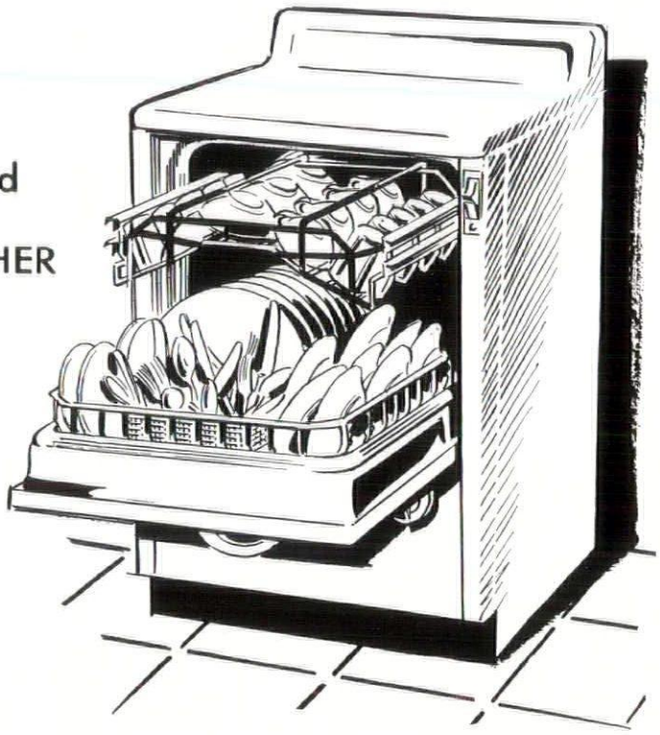
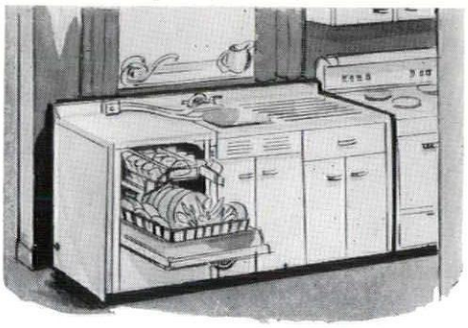
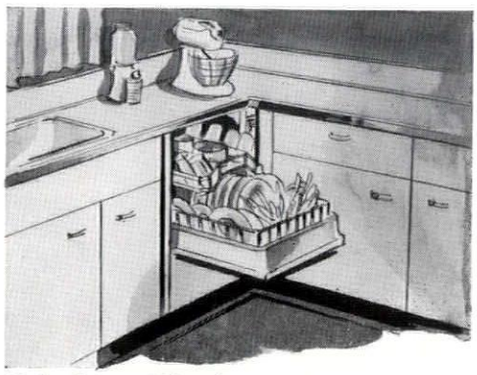


48" Combination Dishwasher-Sink
(Model KD-31)



Free-Standing Cabinet Style
(Model KD-21)



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for the United Nations

A committee of national organizations to "disseminate facts about the United Nations and to promote the observance of UN Day in the United States."

901 WEST MILWAUKEE AVENUE, DETROIT 2, MICHIGAN

ALLEN HARLAN
Michigan Chairman

June 22, 1955 San Francisco, California

What a stage! What a setting! What prospects!

The Golden Gate of California is the stage. The President of the United States, the Four Great Powers, the Sixty Nations are the players: the Black, the White, the Yellow. The silks, the saris, the turbans, splash gaudily across the backdrop.

The theme of the play is the lives and destinies of all the people of the human race. It is a plot that has inspired the pacts, the philosophers and the prophets of all ages. Yet, this tantalizing dream after being seemingly within our grasp, has somehow escaped us.

That there is new hope, that fruition may reward these hopes permeates these meetings. The President of the United States has spoken his lines. Headlines have bannered his renewed hopes the world over. Each of the Sixty Nations are speaking their lines, the themes of which differ only in unimportant details.

The show goes on. The lives, the hopes, the happiness of all the peoples of the Earth is the play. That the players sense the importance of their part in the Act is dramatic. That this Drama may bring Peace - Peace - Peace is the hope in every heart.

Now Michigan has been so busy producing that she has had little time for staging. But, come October 24, 1955, in every city, village and hamlet we are going to celebrate the tenth anniversary of the United Nations. THIS IS UNITED NATIONS DAY. All of the organizations listed on the reverse of this letter are behind this celebration.

As your Michigan chairman, I am here to gain experience and to help in whatever way I can to make our celebration a complete success. Many of our cities already have well organized committees working. I urge you to take action immediately and do your part to make our Michigan celebration an historic one.

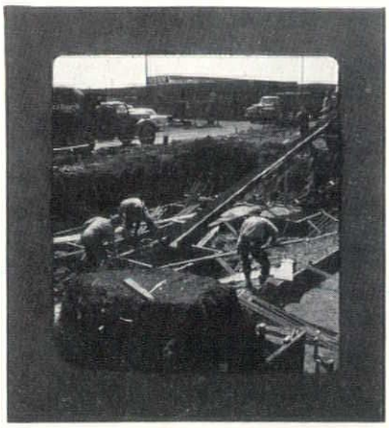
Allen Harlan

C. Allen Harlan

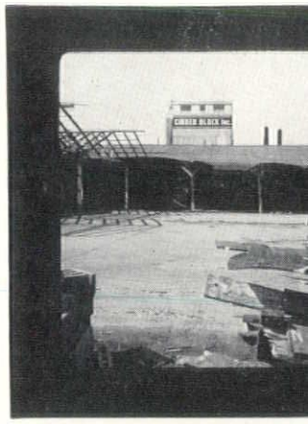
adison Ave., Detroit 26, Mich. Entered as second-class matter January 15.Monthly Bulletin, Michigan Society of Architects is published monthly at 120
46 at the Post Office at Detroit, Mich. under Act of March 3, 1879. Subscription price $3.00 per year (members $1.50), 30 cents per copy (Rosters $1).

progress report on HIGH-PRESSURE STEAM CURING . . . . .

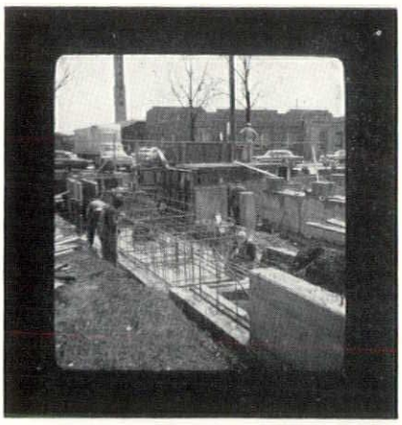
March 26, 1955—Layout of Steam Generating and Autoclave foundations.



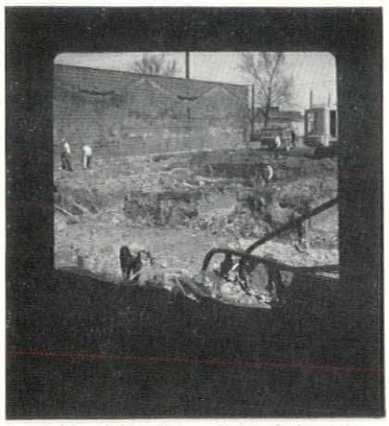
April 1, 1955—First pour of Steam Generating Plant foundation.



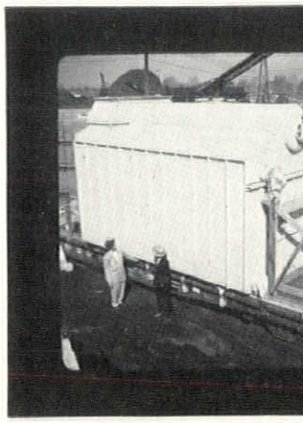
April 5, 1955—Tearing down Storage Sheds t clave foundatio



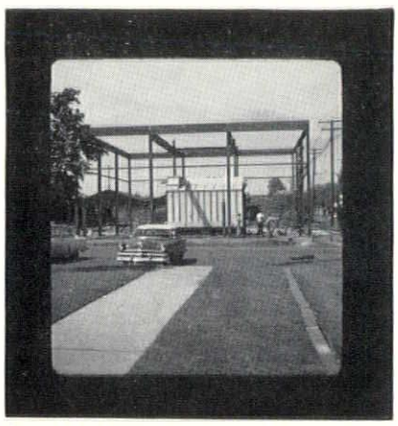
April 11, 1955—Reinforcing rods around vacuum tanks in Boiler foundation.



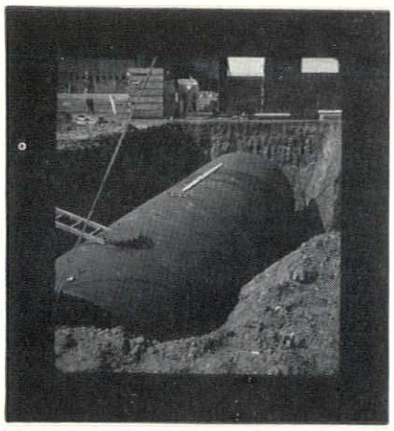
April 22, 1955—Excavating of Autoclave Plant foundation.



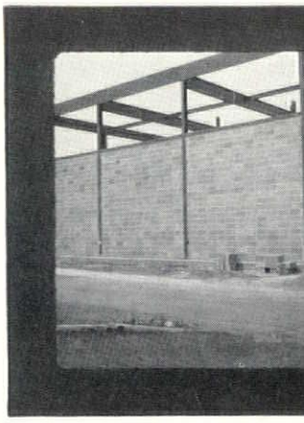
April 27, 1955—Boiler delivere cars.



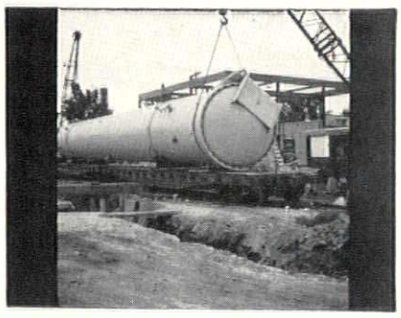
May 13, 1955—Steel erected for Steam Generating Plant.



May 19, 1955—20,000-gallon oil tank being sunk.



May 31, 1955—South wall of Generating Pl sonry complete



June 15, 1955—First Autoclave unloaded from flat cars by cranes.

July 15, 1955—All six Autoclaves delivered and ready for Installation.

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editorial

Reprinted from the Cleveland Plain-Dealer

Is it because our history does not extend back to the days of moated castles and Renaissance cathedrals that we are so careless of the inheritance from our past? Have we as a people subconsciously taken the attitude that in America there is nothing old enough worth preserving?

Whatever the reason, there is a tendency to tear down old homes and public buildings that are architectural treasures of the past. Unless there is some association with the famous men in our history, and sometimes even then, we have a passion for substituting steel, aluminum and glass and ranch-type dwellings for the treasures of yesteryear.

A case has just come to light in the Hudson River valley where the great regency house built in 1792 by Staats Marris Dyckman, founder of the famous New York family, was sold to a wrecker for $35. The wrecker turned around and resold the pillared front with its balcony, an historic bit of American architecture, to a contractor for $2,000.

At least that much of the old mansion will be preserved, but the rest, unless the historical societies of New York state that have intervened can do something, will be sold as kindling wood.

What is needed is not the preservation or restoration of Williamsburgs or Schoenbruns, fine as these are, but greater care in saving individual structures from the ax of the wrecker. This country will have little to show of its past unless historical societies, states and local governments employ a keener sense of the historical and the beautiful.

table of contents

Advertisers' Index 5
Mackinac Conference 7
Grand Hotel 9
Michigan Society of Architects 27
Women In Architecture 29
Saginaw Valley Chapter, A.I.A. 31
Western Michigan Chapter, A.I.A. 31
George H. Miehls 33
Specifications Standards 39
Louis G. Redstone 41
Products News 45
National Architect 47
N.C.A.R.B. Convention 47
A.I.A. Convention 49
Morris Ketchum, Jr., F.A.I.A. 55

coming issues

SEPTEMBER — Harley, Ellington & Day, Inc.

OCTOBER—Detroit Chapter, A.I.A.

NOVEMBER—Diehl & Diehl

DECEMBER—Annual M. S. A. Roster (Geographical) & Saginaw Valley Chapter, A.I.A.

JANUARY, 1956—Giffels & Vallet, Inc., L. Rossetti

FEBRUARY—Louis G. Redstone

MARCH — 42nd Annual M. S. A. Convention

APRIL—Carl R. Habermas

MAY—R. S. Gerganoff

JUNE—Annual M. S. A. Roster (Alphabetical) & Western Michigan Chapter, A.I.A.

JULY—Charles D. Hannan

AUGUST — 13th Annual Mackinac Mid-summer Conference

monthly bulletin, michigan society of architects, volume 29, no. 8

MONTHLY BULLETIN

Michigan Society of Architects

120 Madison Ave., Detroit 26, Mich., WO 5-3680

Official Publication of the Michigan Society of Architects: Elmer J. Manson, President; Charles B. McGrew, 1st Vice-president; Adrian N. Langius, 2nd Vice-president; Paul A. Brysselbout, 3rd Vice-president; James B. Morison, Secretary; Phillip C. Haughey, Treasurer; Directors—Roger Allen, Willard E. Fraser, Sol King, Amedeo Leone, Leo I. Perry, Eberle M. Smith, Linn Smith.

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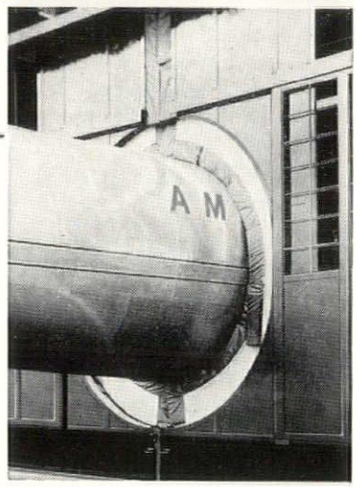
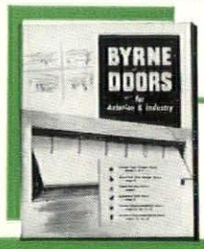
A *New Concept* IN HANGAR DOOR DESIGN



Here's a development in door design that makes possible big savings in aircraft hangar construction . . . and provides completely weathertight protection for performance of maintenance operations on large planes.

These new Byrne Doors are designed with a fuselage aperture built into two sliding door leaves. The aperture consists of a series of movable segments constructed of aluminum and foam rubber gaskets which fit securely around the fuselage and antennae of the plane. In the installation illustrated the Byrnaperture segments are motorized but, when desired, may be manually operated. The door leaves in which the apertures are provided are interlocked and permitted to self center in order to insure equal pressure on all surfaces of the fuselage.

The many years experience gained by Byrne in design and construction of *all types* of hangar doors can be helpful to you. Our engineers are always ready to work with you.



Write FOR THIS CATALOG

which provides full information on Byrne aircraft and industrial doors. Or, if you prefer, refer to it in Sweets.

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MSA FILM

DESIGNS FOR BETTER LIVING is a 22-minute sound, color motion picture sponsored by the Michigan Society of Architects, addressed to the layman in non-technical terms.

This educational film can be shown on standard 16mm equipment, and it is offered free of charge, on a loan basis. It is suitable for service clubs, schools, colleges, parent-teachers organizations and many other groups. Inquires for purchase of the film are also solicited.

The film depicts what takes place in the typical architect's office, from the first interview with the client, through preliminary studies, working drawings, specifications, engineering, taking of bids, supervision and business administration, to delivery of the building to the client. The project that is followed through is a high school, and it shows something of the architect's schooling and preparation for practice, then what goes on in his office during the development of a project. There are scenes in the college, the office of the architect, that of the school board, on-the-job shots of various tradesmen at work.

The film has received acclaim wherever it has been shown, whether at the local State, regional or national level, as making a valuable contribution to the information about what an architect is and what he does.

It was produced by Hugh W. Brenneman, of Lansing, under the direction of the Society's Committee on Publicity headed by Phillip C. Haughey, A.I.A., of Battle Creek. The script was written by Jack Pickering.

Inquiries regarding the film will be welcome at the Society's headquarters, 120 Madison Ave., Detroit 26, telephone WOodward 5-3680.

letters

This department has been confronted with yearly increases in operation costs, due to changing economic conditions. We have reached a point where many of our fees, established sometime ago, no longer cover the costs of our inspection services because of increased salaries paid to our inspectors. The Common Council has followed a policy of long standing which provides for pay rates to compare with those paid to the various tradesmen associated with the building industry. The adoption of this formula has had a cumulative effect upon our annual budget.

In view of the circumstances mentioned, the budget authorities have recently requested this department to review our various fee schedules for the purpose of increasing our charges in instances where the cost of rendering our services did not bear a reasonable relationship to the revenues received.

Pursuant thereto, several departmental meetings were held to consider this matter and the attached schedules listing our

present fees and the proposed revisions represent the results of our deliberations. You will observe, by reference to the departmental booklet, also enclosed, that the recommendations cover a relatively small portion of our complete schedule of fees. The balance of the various fees in each classification are not affected by the proposed revisions.

I would very much appreciate any comments you may wish to offer in connection with this proposal. In event I do not hear from you on or before August 1, 1955, we will assume that your organization has no objection to submitting the proposed revisions to the Board of Rules of this department for adoption.

Your prompt attention to this matter is respectfully solicited.—JOSEPH P. WOLFF, Commissioner, Department of Buildings and Safety Engineering, City of Detroit.

One of the proudest moments of my life was during the 87th Convention of The American Institute of Architects, when my friends, from different parts of the United States, seconded my nomination for Second Vice-President of the Institute.

My sincere thanks to you for the very kind and thoughtful statements which you expressed so well at the time.

I look forward to a very interesting year, working with the Board of Directors, who, as an entire "team" will devote a great deal of their time to the advancement of the profession of architecture.

With sincere best wishes to Michigan, we will see you at Mackinac.—JOHN N. RICHARDS, F.A.I.A., SECOND VICE-PRESIDENT OF THE A.I.A.

boys' club

THE ANNUAL BOYS' BOWL FOOTBALL GAME will be held October 14th at Briggs Stadium.

This has become an outstanding event in Detroit of great interest to youth and for their welfare.

The campaign for funds under the auspices of the Boy's Committee of Detroit is now under way. It closes October 1st. In these days of juvenile problems, certainly, we need to do all we can for youth.

Detroit Chapter A.I.A. makes no such contributions as a Chapter.

The ethics of our profession does not permit us to participate in the campaign by taking space for a professional card in the program, but—we can make annonymous contributions.

Arthur K. Hyde is a member of the Program Committee. Will you give a helping hand by sending a check for $10.00 to him, c/o Giffels & Vallet, Inc., 1000 Marquette Bldg., Detroit 26, Michigan.

MAKE CHECK PAYABLE TO BOYS' COMMITTEE OF DETROIT.

UNITED CLASSIFIED PUBLICATIONS O., 1928 Guardian Bldg., Detroit, has mailed out what appear to be $20 invoices for listings in its proposed "Classified Directory."

In small print it is stated that the directory has no connection with any other publication, and that advance payment is requested to eliminate bookkeeping details.

Better Business Bureau reports it has had inquiries from numerous business firms concerning the publication, and that the Bureau has asked the company to submit evidence of its financial ability to publish its proposed directory for which it is collecting advance payments, and it adds:

"In view of the subject's failure to date to furnish such information, and its deceptive use of a solicitations form which simulates an invoice, the Bureau suggests caution."

It is pointed out here that The American Institute of Architects' Mandatory Rules state that an architect shall not enter into paid advertising.

honor awards

HONOR AWARDS PROGRAM of the Detroit Chapter, A.I.A. is open to members of the Chapter, and any buildings such members have done during the past ten years are eligible. There are three classifications: Residential, Commercial and Industrial, and Institutional.

Closing date is August 29, 1955, delivery is to be made to The Detroit Institute of Arts by that time, and entries will then be exhibited at the Institute. Awards will be made at the Chapter's meeting September 21, 1955.

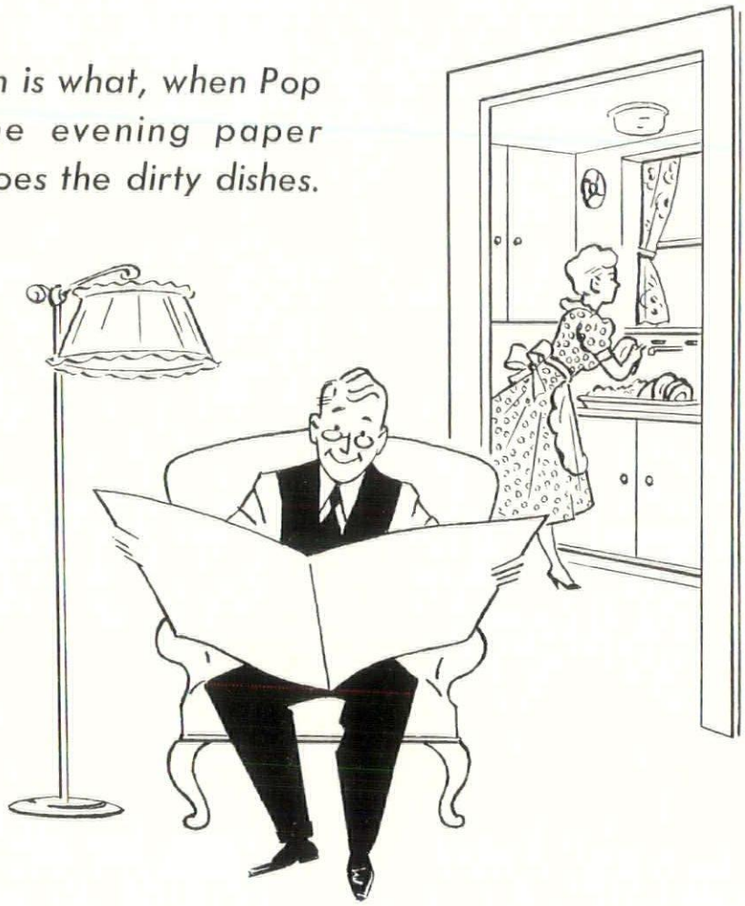
The program was published in the June issue of the Monthly Bulletin, and additional copies are available at Chapter headquarters. Wells I. Bennett, F.A.I.A., of Ann Arbor, is Chairman of the Honor Awards Committee.

advertisers

Ace Sprinkler Co. ... 44
Alexander-Stafford Corp. ... 16
Allied Steel & Conveyors, Inc. ... 20
A.I.A. Monthly Bulletin (Books) ... 56
American Plumbing & Heating, Inc. ... 38
Andersen Windowalls ... 39
Andrew, W. T. Co. ... 28
Arrow Steel Co. ... 42
Back, Wm. F. Lumber Co. ... 52
Beltz, Charles R. & Co. ... 40
Besser Co. ... 14
Birchard & Roberts ... 36
B & L Electric Co. ... 46
Boosey, Norman Mfg. Co. ... 44
Borin Builders Supply, Inc. ... 42
Briggs Beautywear ... 18
Briggs Mfg. Co. ... 18
Brown & Raisch Co. ... 42
Burke, O. W. Co. ... 50
Busby, John H. Co. ... 36
Byrnaperture ... 4
Bryne Doors, Inc. ... 4
Campbell Letter Shop ... 54
Candler, J. D. Roofing Co., Inc. ... 50
Century Brick Co. ... 50
Chem Brick ... 48
Cinder Block, Inc. ... 2
Coon-DeVisser Co. ... 30
Cooper Electric, Inc. ... 42
Daelyte Service Co. ... 26
Darin & Armstrong, Inc. ... 50
Demicon Cure-Hard ... 20
Den Braven, M. ... 48
Detroit Brick & Block Co. ... 48
Detroit Edison Co. ... 6
Detroit Gasket & Mfg. Co. ... 10
Devoe & Raynolds Co., Inc. ... 16
Dunn-Rainey Co. ... 48
Etkin, A. J. Construction Co. ... 38
Faulwetter, R. C. ... 48
Fidelity & Deposit Co. of Maryland ... 42
Fireside Printing & Publishing Co. ... 30
Glidemaster ... 40
Forte, G. Co. ... 50
Grace Harbor Lumber Co. ... 52
Grand Hotel ... 37
Gussow, Leonard H. ... 42
Hamill, N. W. Co. ... 46
Hanley Co. ... 40
Hardy Doors, Inc. ... 30
Harlan Electric Co. ... 1
Heating, Piping & Air Conditioning Contractors Detroit Assoc. ... 24
Heineman & Lovett Co. ... 46
Hillyard Chemical Sales ... 54
Hoge-Warren-Zimmermann Co. ... 44
Huron Portland Cement Co. ... 26
Janisse Mortgage Co. ... 34
Kaufmann Window & Door Corp. ... 34
Kimball & Russell, Inc. ... 39
Kitchen Aid ... 2nd Cover
La Salle Building Corp. ... 46
Leggette, R. E. Co. ... 46
Long Sign Co. ... 48
Mahon, R. C. Co. ... 4th Cover
Mason, N. Co. ... 46
McMillan Products Co. ... 20
Mechanical Heat & Cold, Inc. ... 46
Mercier, John A. Brick Co. ... 52
Michigan Asphalt Paving Assoc. ... 34
Michigan Consolidated Gas Co. ... 24
Michigan Drilling Co. ... 52
Midwest Testing Laboratories ... 44
Monthly Bulletin (Books) ... 56-57
Moynahan Bronze Co., Inc. ... 32
Mulcahy & Collins ... 42
National Architect (Blue Print Tie) ... 35
National Architect (Books) ... 54-56
National Architect (U. S. Savings Bonds) ... 58
National Pump & Softner Corp. ... 54
National Time & Signal Corp. ... 28
Nelson Co. ... 40
O'Loughlin, J. L. Co. ... 44
Osberger, T. L. Co. ... 42
Partlan, James W. Co., Inc. ... 48
Pontiac Millwork Co. ... 36
Portland Cement Assoc. ... 8
Prestressed Concrete, Inc. ... 32
Radio Distributing Co. ... 2nd Cover
Reflective Insulation Co. ... 50
Restrick Lumber Co. ... 52
Shaw, Winkler, Inc. ... 34
Spitzley, Rettenmier Sheet Metal Co. ... 3rd Cover
Spitzley, R. L. Heating Co. ... 3rd Cover
Stevens, Frederic B., Inc. ... 32
Taubman Co. ... 46
Thomas Brick & Tile Co. ... 36
Truscon Laboratories ... 16
Turner-Brooks, Inc. ... 44
Unit Structures, Inc. ... 28
Utley, J. A. Co. ... 38
Van Range, John Co. ... 41
Viking Sprinkler Co. ... 44
Warren Fibre Products Co. ... 43
Westover-Kamm Co. ... 30
Whitcomb-Bauer Flooring, Inc. ... 32
Whizzer Products Co. ... 40
Wilkins, M. H. Co. ... 44
Winkworth Fuel & Supply Co. ... 52
Zonolite Co. ... 52

Automation?

Automation is what, when Pop picks up the evening paper instead of, does the dirty dishes.



- It's history that Michigan's automotive industry was the first large user of mechanized conveyors. Now automation is the newest concept on the business horizon.

- Conveyors . . . automation . . . they are parts of the broad field of materials handling and electric power applications. And Edison technicians are able to help you put electricity to work in your plant on anything as "old" as conveyors, as new as automation, on the broad variety of jobs in between. This is another of the nine major industrial advisory services offered Edison customers.

- A question about materials handling, or a power application? In Detroit call WO 2-2100, ext. 9351. Elsewhere in Southeastern Michigan call the nearest Edison office. There's no obligation, of course.

There are other Edison advisory services on . . .

- Air conditioning
- Industrial process heating
- Commercial electric cooking
- Industrial-Commercial lighting
- Commercial electric water heating
- Wiring layout
- Electric space heating
- Ultra-violet radiation

DETROIT EDISON

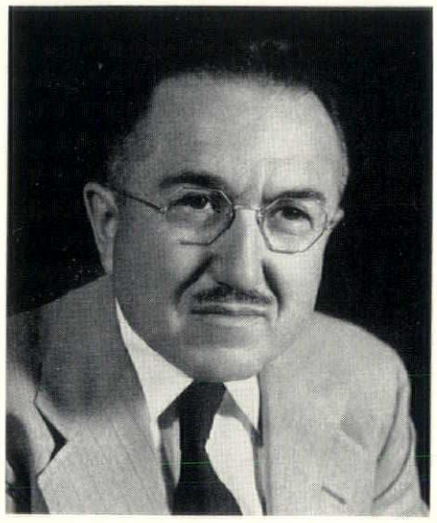
come to mackinac island August 4, 5 and 6.

There will be a number of prominent speakers at the Twelfth Annual Midsummer Conference of the Michigan Society of Architects being held at the Grand Hotel on Mackinac Island, August 4, 5 and 6, 1955.

Mr. Harvey Campbell, Executive Vice-President of the Detroit Board of Commerce will speak on "Where is Michigan Going?" with probable emphasis on the influence of the St. Lawrence Seaway on the State.

Another speaker will be Amos Ruddock of the Dow Chemical Company who will make a series of physical demonstrations of the characteristics of plastics as used in the building field.

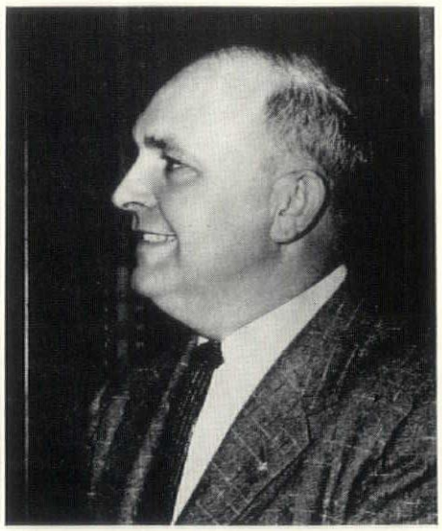
Professor Ralph W. Hammett, A.I.A. of the University of Michigan will give an address on his recent sabbatical year in Europe. He and Mrs. Hammett traveled extensively while on the continent and the color slides taken on the trip will be used to illustrate his talk.



RALPH W. HAMMETT, A.I.A.

MARVIN BEERBOHM

A special feature of the Conference is an exhibition of twelve paintings done by Marvin Beerbohm Canadian-born artist-painter, designer and muralist, whose work has hung in the Corcoran Gallery, Washington, D. C., the Metropolitan Museum, New York; Carnegie Institute, Pittsburgh; Pennsylvania Academy, Philadelphia; Milwaukee Art Institute; Whitney Museum, New York; Grand Rapids Art Institute and as a one-man show in connection with the 1952 Michigan Artists Exhibition at the Detroit Institute of Arts. Mr. Beerbohm will speak on the artistic execution of the paintings and the symbolism portrayed.



C. ALLEN HARLAN

The paintings entitled "Adventures in Time" were sponsored by Mr. C. Allen Harlan, President of Harlan Electric Company, civic leader, philanthropist and humanitarian, who will speak on the philosophy of the paintings and the gratitude for our progressive American way of life which they should help to inspire.

Mr. Harlan recently gave to the Burton Historical Collection of the Detroit Public Library the famous collection of Lincolnia of Dr. Edgar Dewitt Jones and is the Michigan Chairman for the United States Committee for the United Nations, a committee of national organizations to disseminate facts about the United Nations and to promote the observance of UN Day in the United States. He recently returned from the Tenth Anniversary meeting of the UN in San Francisco.

program

THURSDAY, AUGUST 4, 1955

9:00 A.M. to 5:30 P.M. — Arrivals, Registration (Men $5, Ladies Free)

5:30 P.M.—Reception and Cocktail Party, Terrace Room; Hosts Owens-Illinois Glass Co. and Detroit Steel Products Co.

7:00 P.M.—Dinner, Main Dining Room (All Meals American Plan)

10:00 P.M.—Dancing, Terrace Room

FRIDAY, AUGUST 5

8:00 A.M.—Breakfast, with open meeting of Board of Directors, Pontiac Room.
Registration Continues

9:00 A.M.—Business Session, Club Room
President Elmer J. Manson, Presiding

Greeting from the National A.I.A.
George Bain Cummings, F.A.I.A., President
Clair W. Ditchy, F.A.I.A., Past President; John N. Richards, F.A.I.A., 2nd Vice-President; Raymond S. Kastendieck A.I.A., Great Lakes Regional Director, and Edmund R. Purves, F.A.I.A., Executive Director.

10:00 A.M.—Seminar, Club Room; Linn Smith, Past President, Presiding
Speaker: Amos Ruddock, of the Dow Chemical Company
Subject: "The Future of Plastics in Buildings"
Followed by Discussion and Audience Participation

11:30 A.M.—"Adventures in Time," discussion of a series of Paintings on exhibition, by C. Allen Harlan, Sponsor and Marvin Beerbohm, Muralist

12:30 P.M.—Luncheon, Main Dining Room

AFTERNOON—Relaxation, Recreation, and Games, for which there will be prizes.

5:30 P.M.—President's Reception, Club Room
Presentation of Man of the Year Trophy by Host, Portland Cement Association

7:00 P.M.—Dinner, Main Dining Room

10:00 P.M.—Annual Midsummer Dance

SATURDAY, AUGUST 6

8:00 A.M.—Breakfast, Main Dining Room
Registration Continues

10:00 A.M.—Seminar, Club Room; James B. Morrison, Secretary, Presiding
Speaker: Professor Ralph W. Hammett, A.I.A.
Subject: Illustrated Lecture on Recent European Travels

12:30 P.M.—Buffet Luncheon, Terrace Room

AFTERNOON—Rest, Recreation, Sports, Shopping, Relaxation, Sight-Seeing

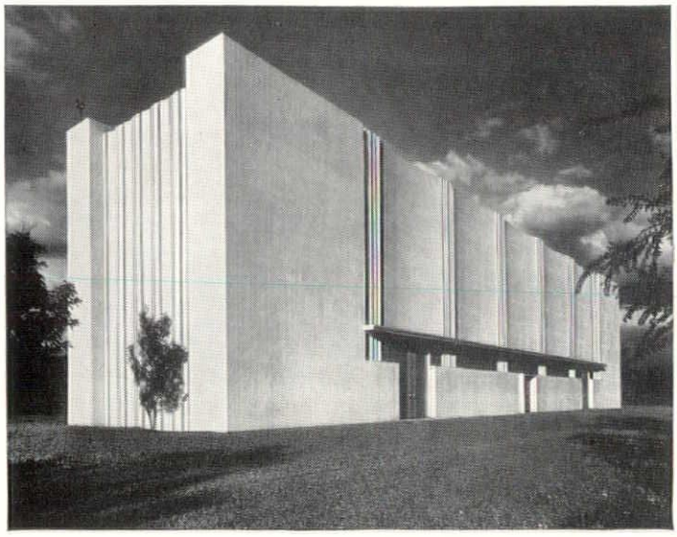
5:30 P.M.—Cocktail Party, Club Room, sponsored by the Producers' Council, Michigan Chapter

7:00 P.M.—12th Annual Midsummer Banquet
Besser Teen Tunesters
Toastmaster: Adrian N. Langius, F.A.I.A.
Speaker: Harvey Campbell, Executive Vice-President, Detroit Board of Commerce
Subject: "Where is Michigan Going?"
Adjournment

10:30 P.M.—Dancing, Terrace Room

SUNDAY, AUGUST 7

Breakfast, Church, Departures



Pumping station, Spokane, Wash. *Whitehouse & Price, Spokane, architects*

Public building, Montgomery, Ala. *Warren, Knight & Davis, Birmingham, architects*

Design Distinctive Buildings for any purpose with

Architectural Concrete

You can design buildings of distinction for any purpose with architectural concrete. It is ideal for the functional demands of an industrial plant and equally adaptable to the aesthetic requirements of a graceful church, an imposing public building or an attractive commercial structure.

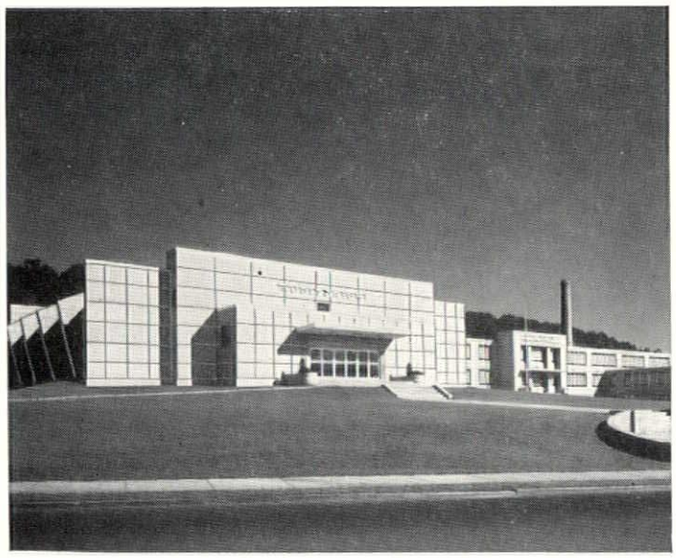
Architectural concrete is a versatile structural material. You can use it to express any of the traditional designs. You'll also find it well-suited to contemporary style. It allows unusual freedom in design. It possesses tremendous strength and durability, yet it can be cast in a limitless variety of shapes and patterns to reproduce the authentic style and details of any architectural period.

Architectural concrete buildings can meet the highest standards for structural strength, durability and firesafety. They afford maximum resistance to storms, earthquakes and atomic blasts. Low in first cost, concrete structures give years of service with little maintenance. Budget-minded building owners know that means ***low annual cost.***

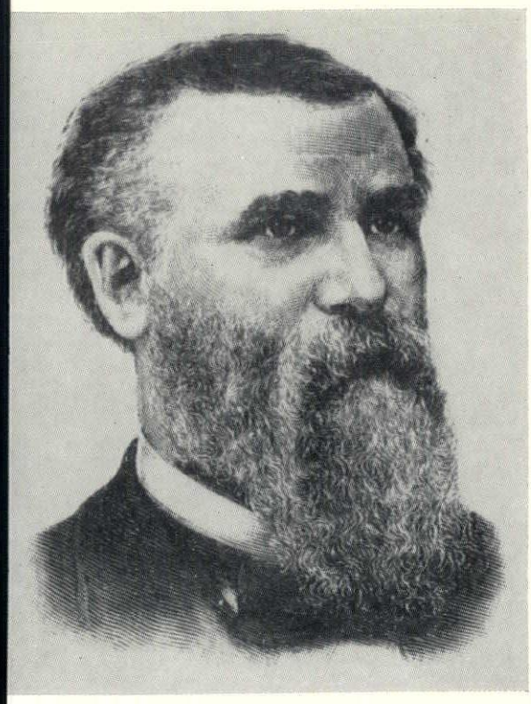
For information about designing architectural concrete structures, write for free literature. It is distributed only in the United States and Canada.

PORTLAND CEMENT ASSOCIATION
2108 Michigan National Tower, Lansing 8, Mich.
A national organization to improve and extend the uses of portland cement and concrete...through scientific research and engineering field work

Junior high school, Williamsport, Pa. *D. H. Grootenboer, Williamsport, architect*

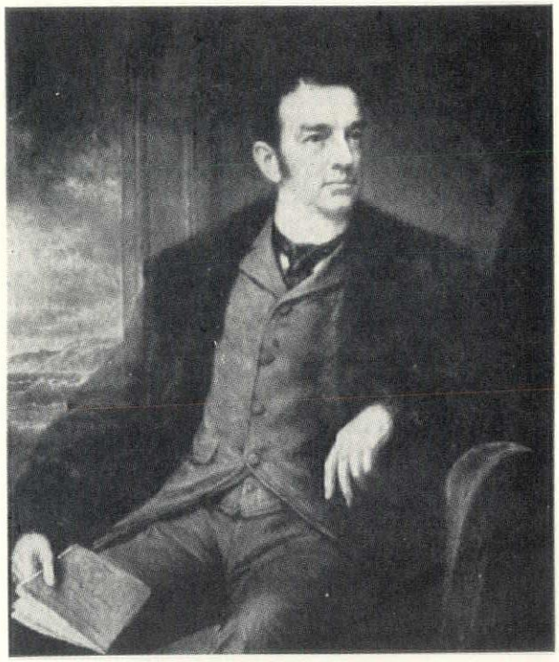


Retail store, La Crosse, Wis. *Boyum, Schubert & Sorensen, La Crosse, architects*



Burton Historical Collection

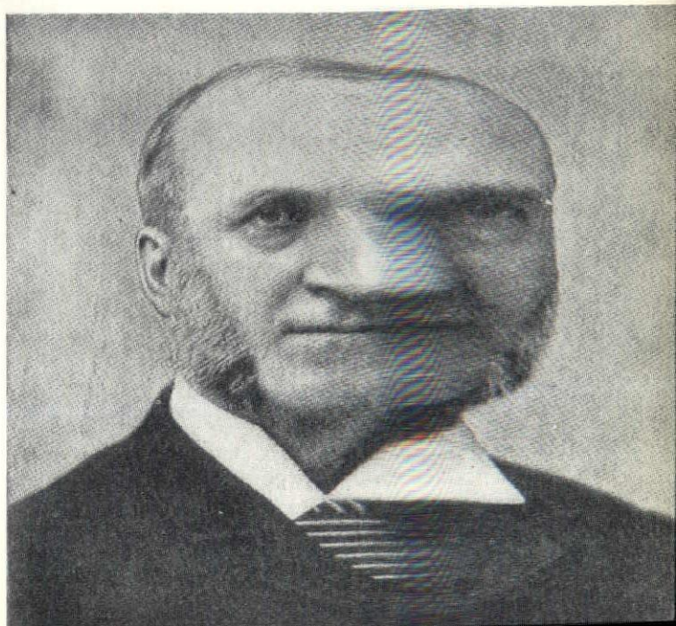
UNITED STATES SENATOR FRANCIS B. STOCKBRIDGE of Michigan, lumber tycoon, with penetrating foresight and visionary acumen, purchased the magnificent site on Mackinac Island in 1882 for the "world's largest and finest summer hotel."



Painting By Daniel Huntington

CORNELIUS VANDERBILT, railroad magnate and financier, was first president of the hotel company. For him architect Richard Hunt designed a sixteenth-century Genoese palace: "The Breakers" at Newport—now open to the public.

CHAUNCEY MITCHELL DEPEW, lawyer, U. S. Senator, wit, after dinner speaker and raconteur, who died at 94, gave Grand Hotel its name and presided as toastmaster at the opening dinner on the night of July 10, 1887.



Fine Arts Dept., Detroit Public Library

Grand Hotel Archives

the witching hour

is that hour, between 9 and 10 o'clock in the evening, when dusk has dropped its curtain over the Straits of Mackinac and the great colonnaded portico of the Grand Hotel emerges into an iridescent glow of light—like a great ship at sea sailing through the night.

It is that hour of deep relaxation that comes with the sense of well being after having dined bountifully and in superb surroundings—it is that hour of reunion with those who have been scattered during the day but now come back to rest—it is that hour when conversation is at its best and the pleasantries of the day are relived in an easy chair—it is that hour of promenade and turn-about on the long cool gallery with the cedar breezes perfuming the summer night—it is that hour when the sweet strains of chamber music float out over the veranda from the orchestra playing in the lounge—it is the hour when fashionably gowned women and their gallant escorts gaily throng the porte-cochere, their eyes shining with anticipation for the dancing soon to begin at 10 o'clock.

And if you step down and sit on the bench at the head of the steps that lead down to the swimming pool and look up at the front of the hotel you will say to yourself: "Is this real? Am I really experiencing this, or is it a dream?" And your mind wanders back to another night nearly 70 years ago on that memorable occasion when Grand Hotel first opened with all the rank and fashion of that era assembled under the white portico with the lilting strains of Johann (the younger) Strauss' Blue Danube Waltz floating out into the Straits of Mackinac mid the gay laughter and crescendo of a thousand guests. And in all probability Chauncey Depew danced an intricate quadrille with that society queen, Mrs. Potter Palmer, in the ballroom that night. And you listen and hear the throbbing toot of a boat whistle as it hoots through the night air and suddenly you bestir yourself from your reverie and say "What is this spell of eternal recurrence?"

Costume 1887

FACING PAGE, UPPER RIGHT: Typical menu for a gala opening in the elegant eighties

LOWER RIGHT: The Cotillion; the aristocratic grandmother of the modern square dance, and very much in vogue at the time

LOWER FAR RIGHT: Dance programme of 1890

Menu

POTAGES

White Oyster
Consomme de Volaille
Creme d'asperges

Amontillado 1824

HORS D'OEUVRES

Saumon en gelee
Caviare Russe on toast
Croquettes a la Parisienne
Pate de Foie Gras
Sardines a l'huile

Champagne Napoleon

POISSON

Pates de Canvas back Ducks
Truites a la Regence
Saumon Portugaise
Boiled striped Bass Hollandaise
Baked Whitefish a la Bechamel
Panpiettes de Kingfish a la Villeroi

Steinberger Cabinet
Hoch heimerberg

ENTREES

Ballotins de Pigeons a la Lucullus
Filets de Canetons a la Tyrolienne
Supremes de Volaille a la Dauphine

Chateau Margaux 184

Filet le Boeuf a la Pocahontas
Selle d'Agneau aux concombres

Clos de Vougeot

LEGUMES

Asparagus vinaigrette
Haricots verts
Macedoine of vegetables
Artichokes Florentine
Petits pois
Tomatoes farcies

ENTREMETS ET GLACES

Corbeilles de Meringues Chantilly
Pudding a la Nesselrode
Macedoine de Fruits
Charlottes russes a la 1887
Mousses aux Framboises
Gateau Chateaubriand
Glaces Assorties
Petits fours et Confiserie

Fruits assortis

Madere Faguart
Marsala de Sicile

Cafe

Brandy de Napoleon

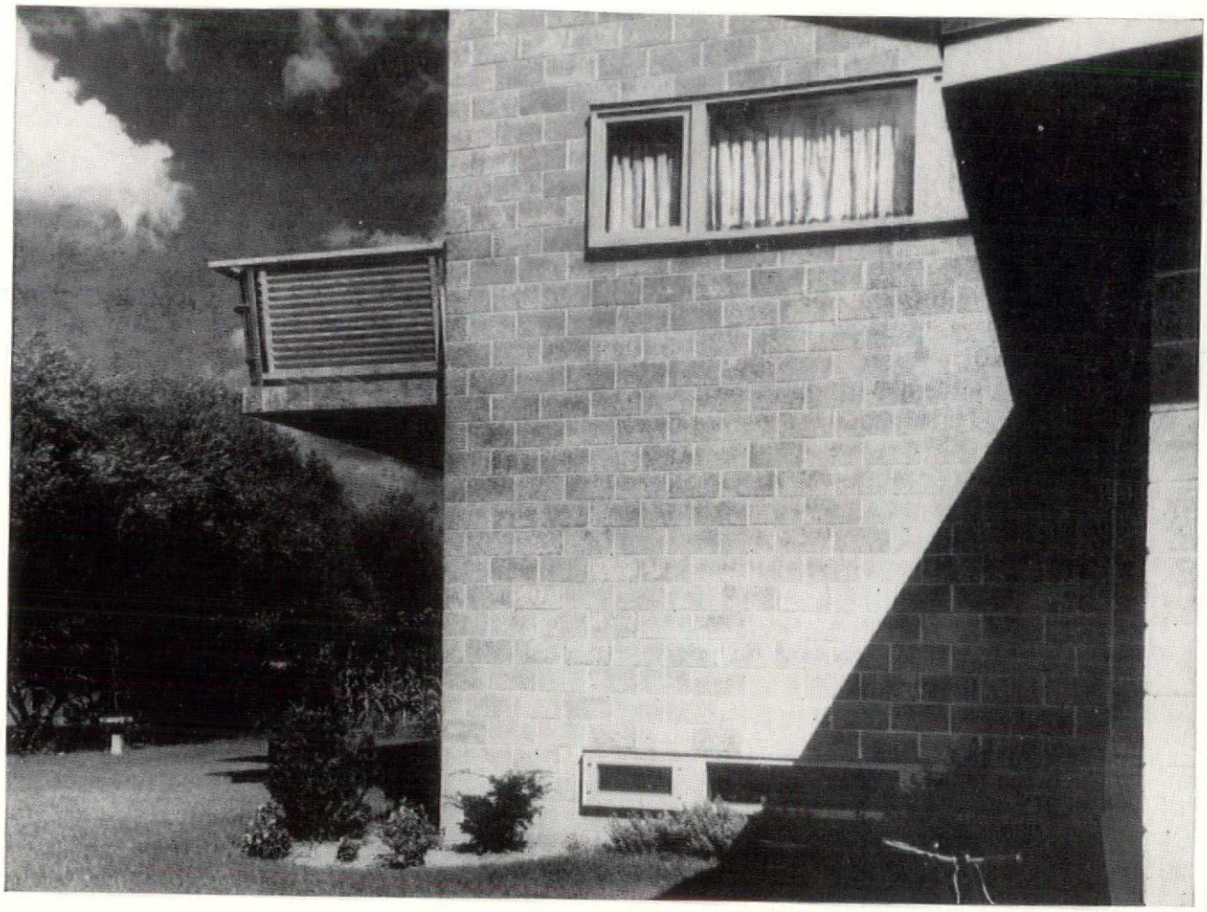
Pontchartrain Wine Cellars Archives

Illustrations Pre War (Spanish-American) America

ORDER OF DANCE.

1.—Grand March.
2.—Lancers.
3.—Polka.
4.—Quadrille.
5.—Double Lancers.
6.—Military.
7.—Waltz.
8.—Lancers
9.—York.
10.—Portland Fancy.
11.—Quadrille.
12.—Polka.
13.—Saratoga Lancers.
14.—Military.
15.—Caldonia.
16.—Waltz.
17.—York.
—SUPPER.—
18.—Virginia Reel.
19.—Polka.
20.—Newport.
21.—Lancers.
22.—Waltz Quadrille.
23.—Military
24.—Waltz.
25.—New York Lancers.
26.—Waltz.
27.—"Home, Sweet Home"

Fine Arts Dept., Detroit Public Library



"Architecturally proper" is a good way to sum up the fine appearance of the block wall of this modern masonry home. Vibrapac Block construction lends itself to permanence and shelter security.

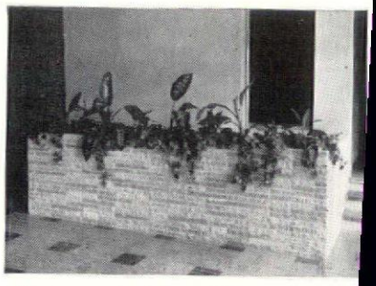
The beauty of building with modern concrete block is this: It's *permanently* beautiful!

The precision-like beauty and simplicity expressed by pleasing new textures, patterns and colors in Vibrapac Block are always in "good taste" . . . for exteriors and interiors. Whatever your plans call for in terms of size, design or investment, there's a proper adaptation that's practical and effective in Vibrapac Block or Bes-Stone Split-Block.

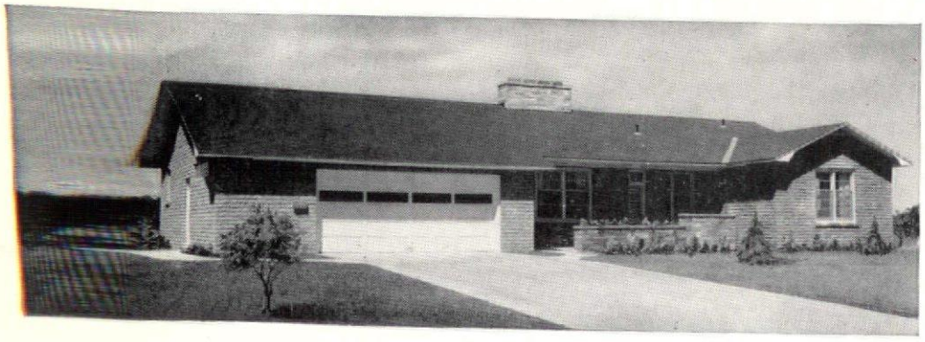
The opportunities modern concrete masonry offers for building permanent beauty into homes (and other structures) include many practical advantages.

Obviously there's beauty *plus* fire safety in Vibrapac Block construction . . . and many other *plus* values such as: "built-in" insulation (due to the hollow block areas and multiplicity of tiny dead-air cells in the block itself) . . . assurance of comfortable inside atmosphere, summer or winter, with winter heating-economies, too . . . storm-safety, weather snugness . . . sound-absorbing qualities . . . permanent protection from termites and rodents, from damp-rot or deterioration by weather.

With all these and other *plus* values, the initial construction cost is low . . . financing becomes easier . . . insurance rates lower . . . upkeep, or maintenance, costs less . . . ideal structural flexibility is assured . . . good resale value is certain.



Planter made with Bes-Stone Split-Block



Ranch-house architecture is at its best when Vibrapac Block are used.

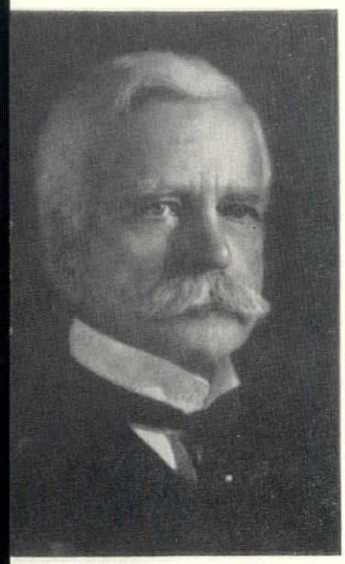
Charming beauty for interiors, too

For complete interior walls and ceilings (soffit block ceiling and roof construction) or for "accenting" details like floral bays, fireplaces, etc., modern concrete masonry offers countless opportunities for distinctive beauty and colorful beauty. "Charcoal gray" and "coral," as well as other good color schemes, are "naturals" for modern concrete masonry. Helpful literature gladly sent on request.

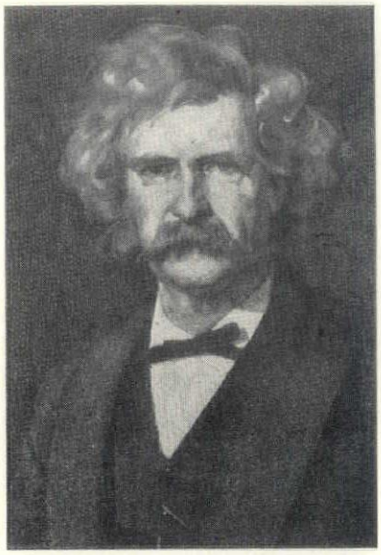
BESSER COMPANY, Box 189, Alpena, Michigan

A 821

WELL KNOWN FIGURES IN AMERICAN GOVERNMENT, INDUSTRY AND CULTURE WHO HAVE LEFT THEIR MARK ON GRAND HOTEL

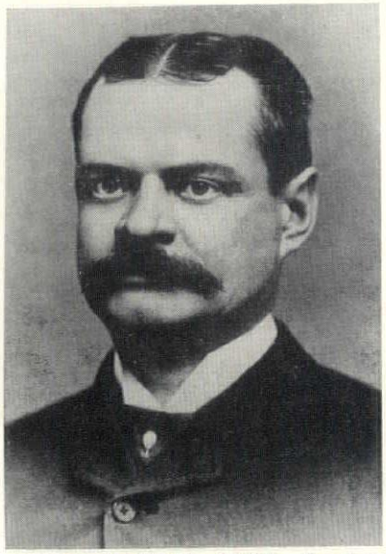


SHALL FIELD, merchant-prince who $1 million for Columbian Museum at go World's Fair, 1893, later deve- into Field Museum of Natural His- o which he made a bequest of eight n



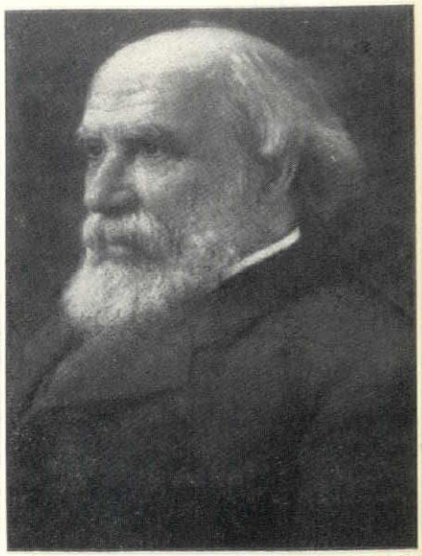
Painting By Charles Noel Flagg

MARK TWAIN (Samuel Langhorne Clemens) author and American humorist. Best known for his books: "Tom Sawyer" and "Huckleberry Finn"



Press Illustrating Service, Inc.

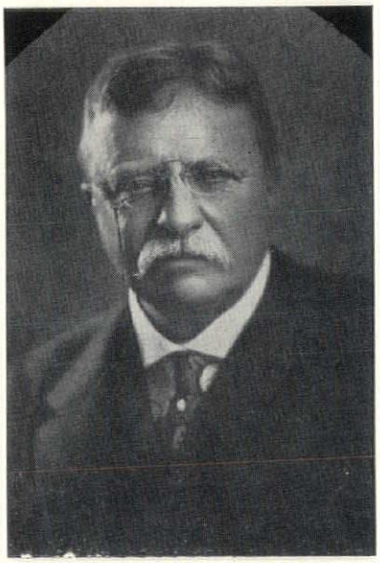
WILLIAM WALDORF ASTOR, American Minister to Italy, newspaper owner and first Lord of the Astor branch in Britain. His son, Waldorf, married the beautiful and caustic Nancy Langhorne of Virginia



Painting By Adolf Muller-Ury

JAMES JEROME HILL, "The Empire Builder," railroad tycoon, financier and brother-in-law of Senator Stockbridge, built two steamships, the Northland and Northwest which stopped at Mackinac Island

RGE MORTIMER PULLMAN, inventor, strialist, patented upper and lower on pullman car and was head of abulous Pullman Palace Car Co.



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PRESIDENT THEODORE ROOSEVELT, Col. of Rough Riders in Spanish American War, explorer, naturalist, historical writer and youngest U. S. president, at 43

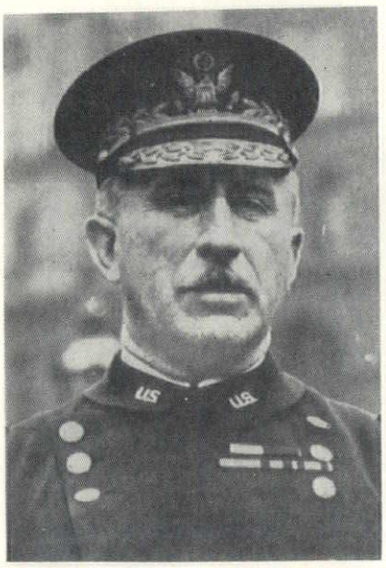
Detroit Public Library

AUGUST ADOLPH BUSCH I, son of Adolphus, founder of Anheuser - Busch, and father of the present "Gussie", titular head of the baronial Busch clan—First Family of St. Louis

Engraving By Buttre

PRESIDENT GROVER CLEVELAND, lawyer, twice president of the United States. Married Miss Frances Folsom in the White House, June 2, 1886

IP GABRILOWITSCH, world famous ist, son-in-law of Mark Twain and ductor of the Detroit Symphony Orch- a in its heyday

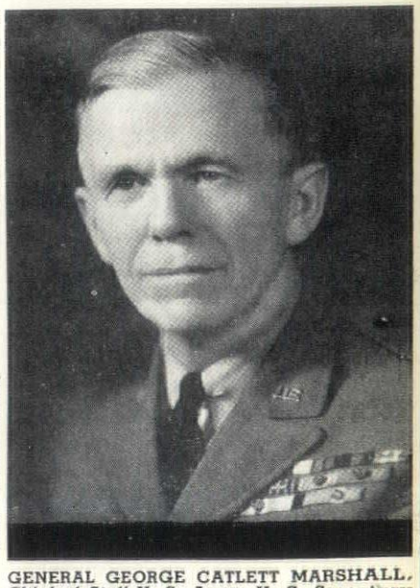


Detroit Public Library

GENERAL LEONARD WOOD, physician, received Congressional Medal of Honor for services against Apache Geronimo. Chief of Staff U. S. Army, Governor-General of the Philippines 1921-1927

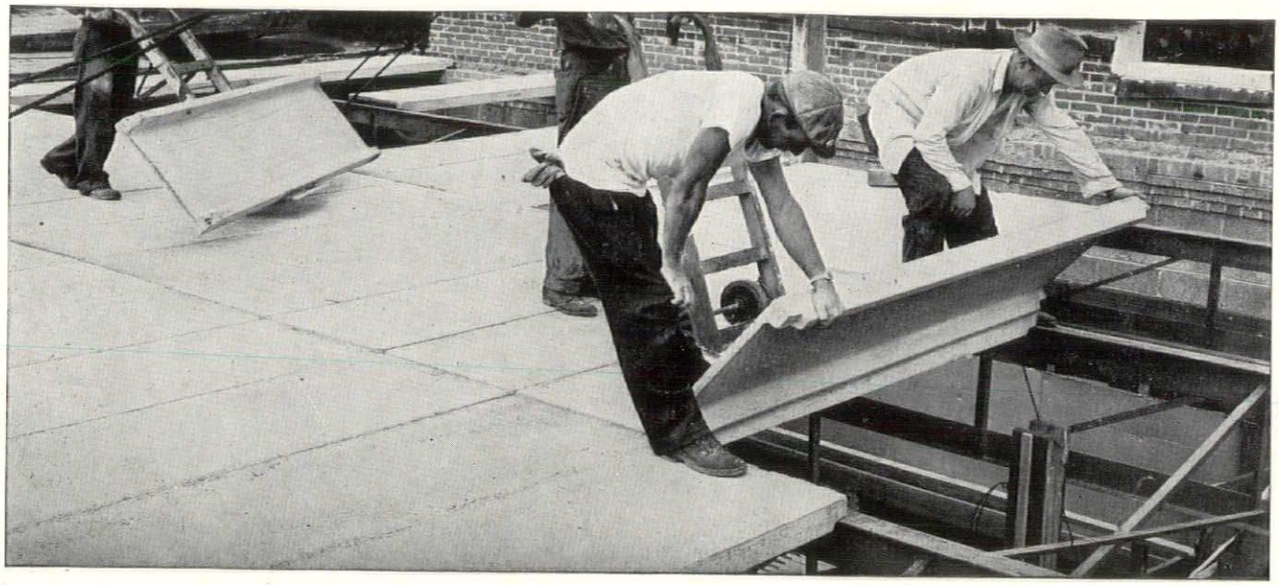
Engraving By J. J. Cade

PRESIDENT WILLIAM HOWARD TAFT, American statesman and Chief Justice of the United States Supreme Court and father of the late Senator Robert A. Taft of Ohio



Detroit Public Library

GENERAL GEORGE CATLETT MARSHALL, Chief of Staff U. S. Army, U. S. Secretary of State and author of the "Marshall Plan" to rehabilitate starving Europe



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J. MANZ & CO—Courtesy Fine Arts Dept. Detroit Public Library

BELOW: MRS. RUSSELL ALEXANDER ALGER, wife of General Alger, Secretary of War during the McKinley administration and a great hostess to official Washington in her day.

Burton Historical Collection

MRS. POTTER PALMER, a woman of most extraordinary consequence, who, while her compatriot, Mrs. William Astor, ruled New York and Newport and Eastern society with an iron hand, consolidated her forces in Chicago and the Mid-west and Mackinac Island in particular. Where, during the summer months, enthroned on the porch of the Grand Hotel, she held court in true out-door magnificence with the vaulted, white, colonnaded portico ceiling as a canopy, the scarlet-stepped rise under the porte-cochere as a prie dieu and the broad blue sweep of the Straits of Mackinac as her colossal throne room.

It was rumored by wits of the day that Mrs. Astor glared, lorgnette-wise of course, all the way from Newport with envy, for that fair lady had no such spectacular setting at her command.

"During the first week of the opening the hotel was taxed to more than capacity with the average of 1,000 fashionable guests registered every night. Among them members of the Swift, Cudahy and Armour families of Chicago, the Adolphus Busch family of St. Louis and from Detroit the Newberrys, Whitneys, Campaus, Clarks and Algers."

One sure way to make people dissatisfied with their old homes

Show them a BRIGGS BEAUTYWARE bathroom

Shown here: B300 Marquette Tub, B6420 Prince Closet, Twin B3500HS Lowell Lavatories

The bathroom (like the kitchen) has become one of the most important "show places" in the home. Also, it is often in the bathroom that *an old home shows its age most.*

That means that bathroom fixture design and styling are of greater importance today than ever before. A colorful, modern bathroom of Briggs Beautyware dramatizes the disadvantage of the old home—adds many powerful *extra* reasons for getting out of the old place, *and into the new one.*

The outstanding features listed at right are making Briggs Beautyware the first choice of more and more value-minded builders, architects and plumbers—more and more quality-conscious home owners.

Compare features with any other fixtures

- NEWEST SEA-TONE COLORS
- GLASS-HARD SURFACES
- SAFETY-FIRST DESIGN
- RUGGED CONSTRUCTION
- HI-STYLE VITREOUS CHINA
- TROUBLE-FREE FITTINGS
- TIME-SAVING INSTALLATION
- SUPERIOR VALUE

—And TWO bathrooms of Briggs Beautyware will really help to clinch the sale!

BRIGGS MANUFACTURING CO. 300 Buhl Building, Detroit 26, Michigan

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TOP ROW, LEFT TO RIGHT: Mrs. Roger Allen, Mrs. John Noble Richards, Mrs. Talmage Coates Hughes, Mrs. Clair William Ditchy, Mrs. Cyril Edward Schley.

MIDDLE ROW, LEFT TO RIGHT: Mrs. Robert Benjamin Frantz, Mrs. James Alexander Spence, Mrs. Adrian Nelson Langius, Mrs. Warren Lester Rindge, Mrs. Alden B. Dow.

BOTTOM ROW, LEFT TO RIGHT: Mrs. Raymond Stone Kastendieck; Mrs. Frederick William Fuger, the former Countess Ala Grabska; Mrs. J. Robert F. Swanson.

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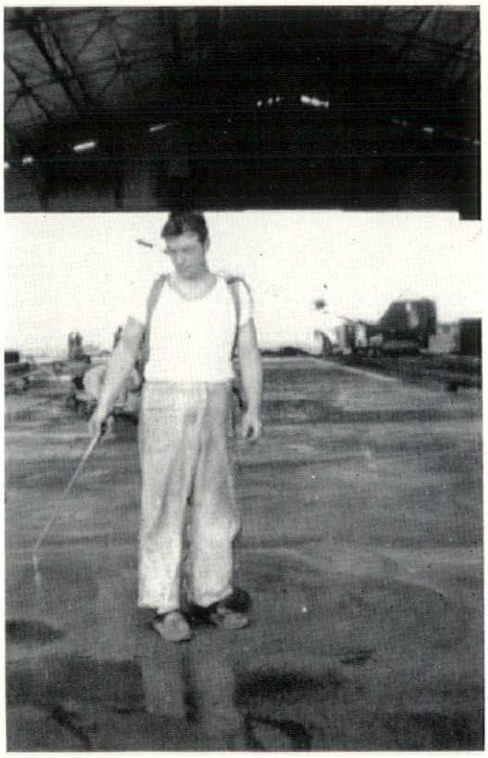

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Add these to the historical association clustered about a century-old Fort perched upon a bluff, the picturesque character of the island with its Arch Rock, its Devil's Kitchen and the other points of interest, its matchless panorama of grain and ore carriers; its fleets of lumber vessels and fishers' boats, its railway ferry from St. Ignace to old Mackinac and its coming and going of passenger boats from down the Lakes and you have an unequaled varsity of resources in an atmosphere that is absolutely pure, and in a climate that is a perpetual tonic."

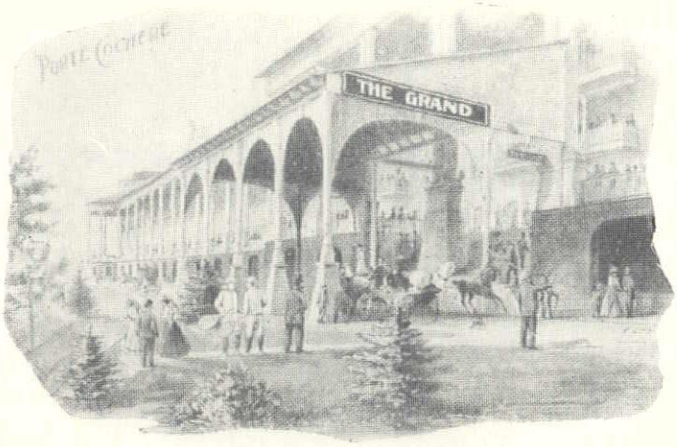
FUN IN THE GAY NINETIES AT GRAND HOTEL

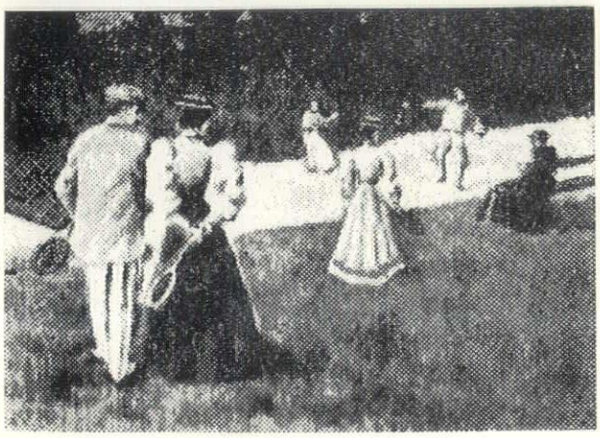
RIDING: Clotilda and Ethelbert out for a morning jaunt.

GOLF: Shh! Hector's watching Phoebe—miss the cup.

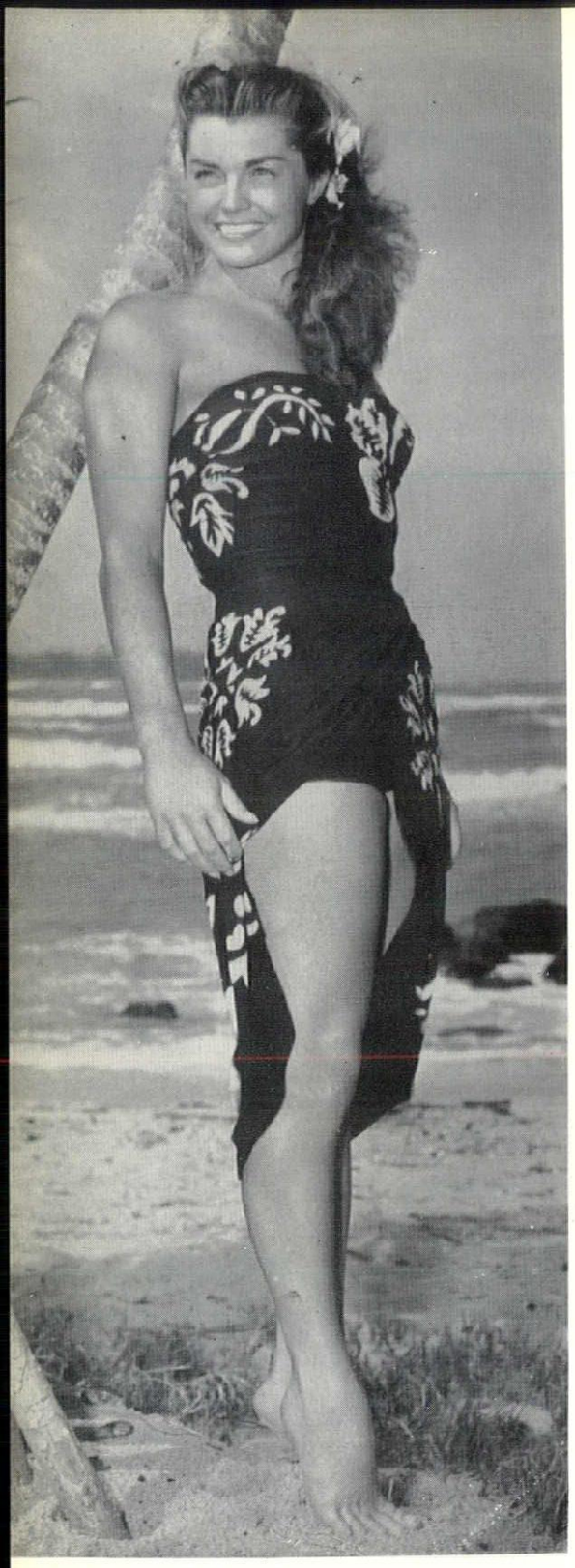
TENNIS: Reginald and Hortense would like to play doubles.

BELOW: "Among the guests arriving that day were Mrs. Potter Palmer and a group of friends from Chicago. As was the custom in those days, her equippage included three Hackney teams, saddle horses, tally-ho and carriages."





Photos From Burton Historical Collection



ACME—Courtesy Detroit News

LEFT: ESTHER WILLIAMS curvacious aquatic star of screen, stage and television, featured in Metro-Goldwyn-Mayer's technicolor picture, "This Time for Keeps" which had its setting at Grand Hotel. The luxurious serpentine swimming pool (lower left) built on the level between the front of the hotel and the Straits of Mackinac was named after her.

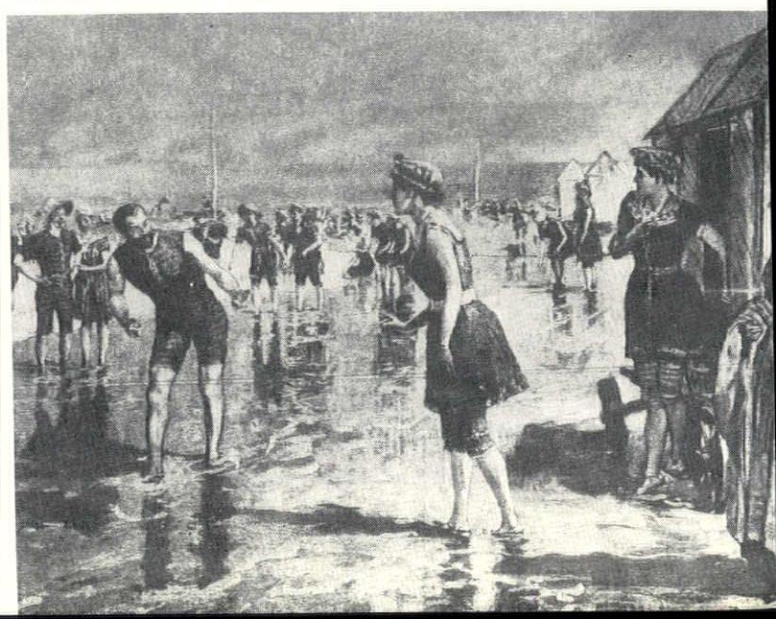
LOWER RIGHT: At the time of the Grand Hotel opening, there was no swimming pool of course and the guests had to make use of the beach for swimming. Note the young woman in center foreground who has just left her beachtowel with her maid and is advancing hesitatingly toward the water sans stockings—which was the last word in daring for that day.

ACROSS PAGE, upper right: The celebrated Terrace Room—the high spot of Grand Hotel night life, where singer DRISCOLL WOLFE has emceed and sung for many years.

ACROSS PAGE, lower right, left to right: LAURITZ MELCHOIR, great Wagnarian singer of the New York Metropolitan Opera and of radio, stage, screen and television, attired in costume for one of his roles; XAVIAR CUGAT "The Rumba King"; JACK BENNY, radio and television star and JIMMY DURANTE of stage, screen and television fame, and staccato night club troubadour.

Austin Field

Drawing By W. T. Smedley, Harper's Weekly



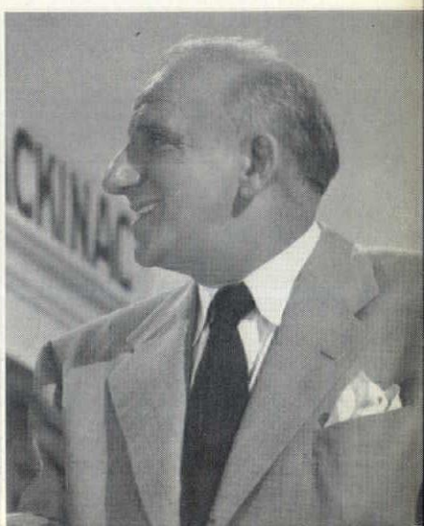
Grand Hotel Photo

ews

R.C.A. Artists Ltd

Frye

M.G.M. "This Time For Keeps"



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The newly opened Sacca Restaurant at 18800 West McNichols in Detroit is winning new patrons daily. Its attractive dining room, cocktail lounge and separate banquet room can accommodate 200 guests. And a favorite meal is the Neapolitan-style Fiesta Dinner, featured on a varied Italian-American menu.

Sacca's excellent food is prepared in an all-Gas kitchen. Equipment includes hotel ranges, broilers, fryers, steam table, coffee urns and water heater. Gas equipment is preferred because of its speed, flexibility and economy.

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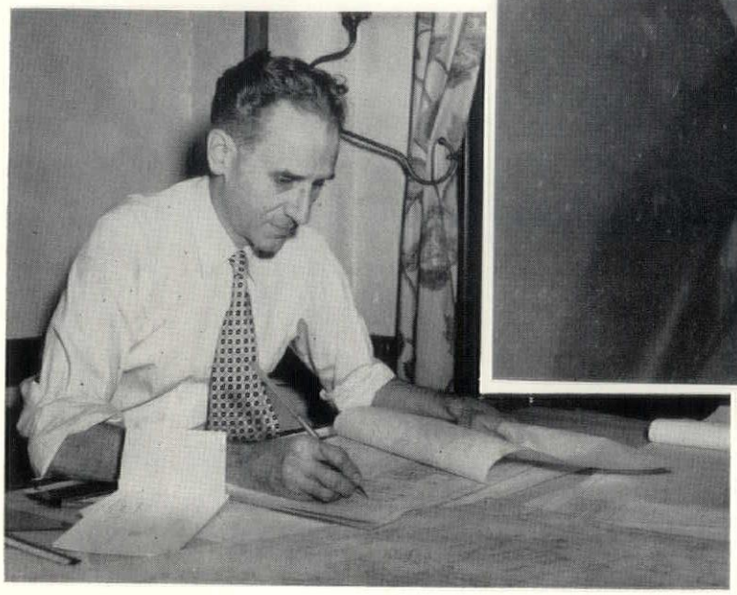
Upper Right: GEORGE D. MASON, F.A.I.A., (1856-1948) architect for the original Grand Hotel and Dean of Michigan architects for many years, said as did Brigham Young when he first beheld the site of Salt Lake City: "This is the place," and the hotel was built exactly 100 feet above the Straits of Mackinac.

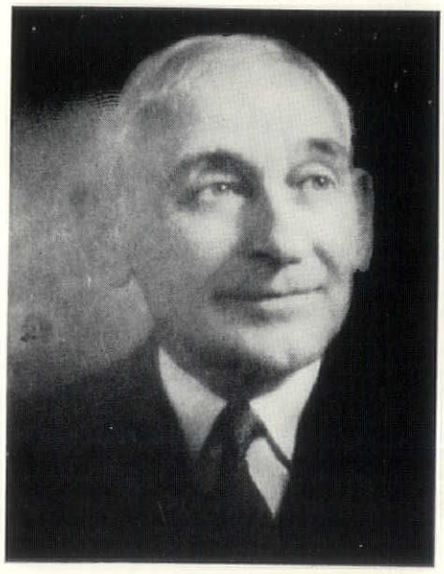
Right: WARREN L. RINDGE, A.I.A., historian and present architect of the hotel caught in an informal pose while working at his desk. All recent improvements and items of maintenance in decor have come under his skillful and creative direction.



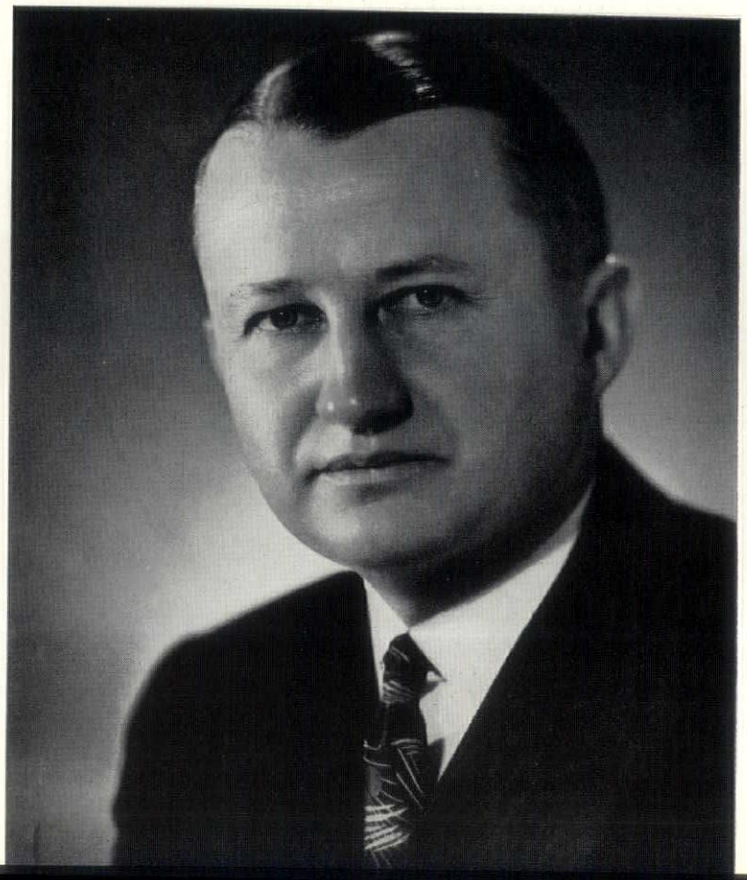
John S. Coburn Photo

Below: JOHN OLIVER PLANK, fashionable New England hotel operator who was persuaded by his friend George Mortimer Pullman to promote and build the Grand Hotel in 1887 and was its first lessee and general manager and launched its precedence as one of Americas finest summer hostelries.

Below, Right: W. STEWART WOODFILL, present owner and managing director, a man of impeccable taste and cultivation, who has carried on the tenets laid down by the original planners for a quarter century, and, who has striven most successfully in retaining that last bastion, now unhappily fast fading from the American scene, of the fine art of gracious living, in a setting of glamour and true magnificence which he has preserved at Grand Hotel.



Grand Hotel Archives



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MICHIGAN SOCIETY OF ARCHITECTS BOARD OF DIRECTORS met at the home of its President, Elmer J. Manson, in Lansing the afternoon of July 6.

Discussed were legislative matters that are now pending in Lansing, reports from the A.I.A. Convention in Minneapolis, and the program for the Society's 12th Annual Midsummer Conference at the Grand Hotel on Mackinac Island, August 4-6, 1955. Frederick E. Wigen, of Saginaw, Chairman of the Conference Committee, gave a final report on the program for that event.

Phillip C. Haughey, of Battle Creek, reported on the M.S.A. color motion picture, and he stated that a descriptive brochure was being prepared for distribution to sources of possible showing. President Manson reported on the film's showing at the A.I.A. Convention.

Appointed by the President, with Board approval, is a new Publicity Committee to direct the activities of the Society's Public Relations Director, Neil C. Bertram, in issuing news releases on the building industry with emphasis on heavy construction. The current program of releases for residential work will continue.

Discussed also were newspaper awards for outstanding journalism in the field of architecture and building, and it is expected that the first awards in such a competition will be ready for presentation at the Society's 42nd Annual Convention in Detroit, March 14-16, 1956.

Following the Board meeting, directors adjourned to Lansing's City Club for dinner. Next meeting of the Board will be at the Mackinac Conference, and the September meeting will be in Plymouth.

THE A.I.A. 87TH ANNUAL CONVENTION in Minneapolis June 20-24 was attended by 50 people from Michigan. From Saginaw were Mr. and Mrs. Robert B. Frantz, Mr. and Mrs. Frederick E. Wigen and James A. Spence. From Western Michigan: Mr. and Mrs. Roger Allen, Mr. and Mrs. Adrian N. Langius, Ferdinand A. Lobach, Mr. and Mrs. Elmer J. Manson, their son and daughter, Malcolm McMillen and Hubert W. Van Dongen.

From the Detroit Chapter area were Wells I. Bennett, L. Robert Blakeslee, Leo Cowley, Mr. and Mrs. George F. Diehl, Mr. and Mrs. Clair W. Ditchy, Mr. and Mrs. Ralph W. Hammett, Robert F. Hastings, Mr. and Mrs. Talmage C. Hughes, Arthur K. Hyde, Walter Kloske and two daughters, Emil Lorch, Owen A. Luckenbach, Mr. and Mrs. Gustav Muth, Mr. and Mrs. Louis G. Redstone, Louis Rossetti, Mr. and Mrs. J. Leonard Rush. Eero Saarinen, Carl A. Scheuffler, Linn Smith, Mr. and Mrs. Robert Swanson.

Representing the Producers' Council was its President, William Gillett, Vice-President of the Detroit Steel Products Company. Mrs. Gillett accompanied him. Bill's Company won two citations in the Products Literature competition, and he presented the Council's Honorary Membership to Theodore I. Coe, F.A.I.A., Technical Secretary of the A.I.A. Also from D.S.P. were David Crispen, Mark Dobbins and William J. Slavin.

Kawneer Co. of Niles, Mich., received an award for a "Most Effective Display."

It was a great joy to see Louis Rossetti advanced to Fellowship in the Institute, which story was carried in our July issue.

Eero Saarinen and Associates, Architect and Smith, Hinchman and Grylls, Architects and Engineers won a First Award for their General Motors Technical Center Restaurant, while Eero also won a First Award for his Girls' Dormitory and Dining Hall at Drake University.

Victor Gruen was a principal speaker, and his Northland Shopping Center was the subject of a prize-winning photograph taken by Jack Sterling for Structural Clay Products Institute.

In an important article in the Minneapolis Star of June 24, Victor Gruen was quoted on shopping centers, "where commercial activities can be combined with civic, cultural, social, religious and entertainment features." Concerning his new Northland near Detroit, he said:

"The integrated shopping center is an attempt to create a new architectural environment, a place where art and architecture is reunited."

Saying that 15 million people had visited the center the first year, he added:

"Thousands promenade, amble, gossip, sit around on garden benches and study outdoor exhibits. They participate in events in two auditoriums, they lunch or dine in one of the dozen eating places. They have made it their club, their public park, the center of social activities," and he emphasized:

"They also shopped, and they did it with such joy, intensity and gusto that sales figures reached amounts unprecedented in suburban shopping facilities."

Eero was also quoted in the Star—on June 25—with regard to the Air Force Academy at Colorado Springs, on which he is a consultant. He said the project is "absolutely marvelous, on one of the great sites of the world."

He noted that there had been some criticism of the plans by Skidmore, Owings & Merrill, Architects, particularly of sketches for the controversial "spare-ribbed" chapel, and he was quick to add:

"What should be remembered is that the chapel will be one of the last buildings to go up, and considerable study and redrawings of plans will precede a final decision."

Michigan's own Clair W. Ditchy, F.A.I.A., relinquished the office of President after two terms, and a great ovation was given him as he turned over the gavel to George Bain Cummings, F.A.I.A.

The M.S.A. Movie was shown twice and it received much favorable comment. Raymond S. Kastendieck, our Great Lakes Regional Director, of Gary, Ind., and Mrs. Kastendieck were present, and it was gratifying to see our former Regional Director, John Noble Richards, of Toledo advanced to Fellowship in the Institute and elected Second Vice President.

At an open Board meeting following the Convention a list of committees for 1955-56 was distributed showing nine Michigan members as follows: Kenneth C. Welch of Grand Rapids and Alden B. Dow of Midland, Sub-Committee on Color; Wells I. Bennett of Ann Arbor, Awards and Scholarships; Emil Lorch of Ann Arbor, Delano and Aldrich Fellowships; Eberle M. Smith, Detroit, School Buildings; Adrian N. Langius of Lansing, Hospitals and Health; John C. Thornton, Royal Oak, Human Safety (Chairman); Ralph W. Hammett, Ann Arbor, Centennial Observation; John K. Cross, Detroit, Errors and Omissions Insurance (Chairman).

BELOW, LEFT: Architect Eero Saarinen and Architect-Engineer Bob Hastings, of Smith, Hinchman & Grylls, receive First Award Certificate from President Ditchy. CENTER: Prize-Winning Photograph of Victor Gruen's Northland Shopping Center. Right: College of Fellows Chancellor Alex Robinson presents the badge of office to new Fellow Louis Rossetti.

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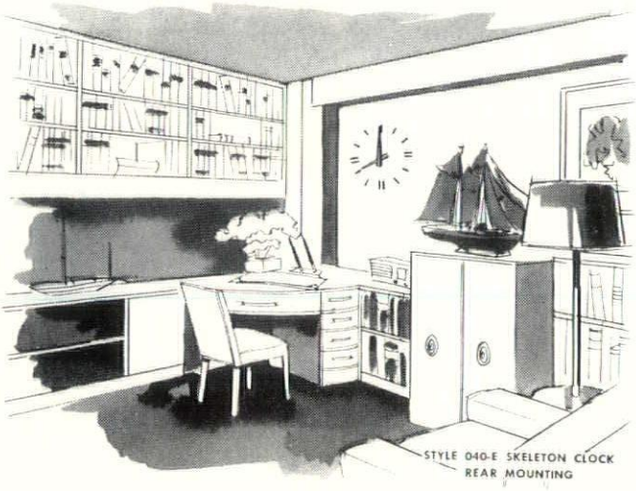

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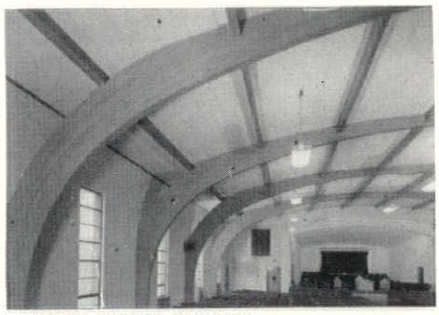

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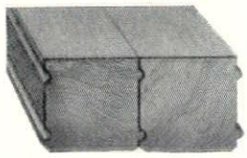

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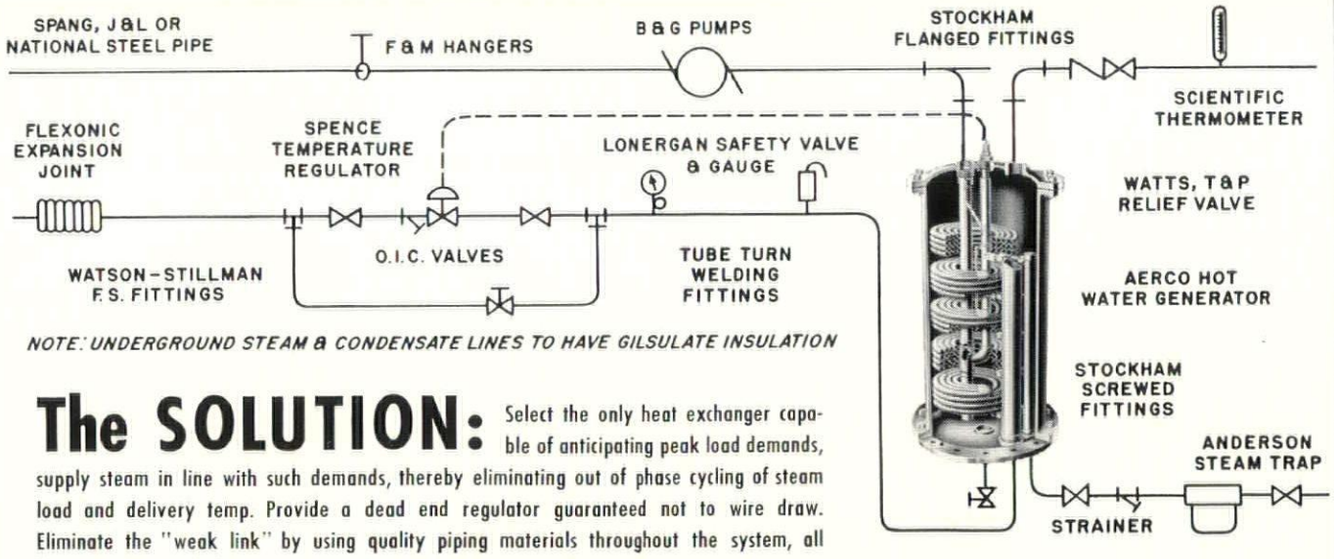

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Women Invade Architectural Field

Four Members Of Detroit Group

By Pat Dennis
Detroit Times Realty-Building Editor

WOMEN are "invading" the field of architecture . . . and with success!

Even though their numbers be small, their works are gaining them much of fame in what formerly was considered "only a man's world."

Seemingly, it might not be such a bad idea for you to rear your daughter to be an architect, since it appears to be such an 'open field" for women. The Detroit Chapter of the American Institute of Architects reports it has only four women members. They, of course, are permitted to use the letters, AIA, after their names.

On the chapter's rolls are five women associate members. While they are not registered architects, they are taking a mighty active part in the world of architecture.

•

It would seem from some of the outstanding work women have done in allied lines down through the years . . . and their innate ability with things artistic . . . that they will continue as "naturals" in this constructive thought sector known as architecture. Long ago one confident woman in architecture . . . but not of the Detroit area . . . is credited with having said:

"Given equal education and opportunities, there is no reason why a man can't be just as good an architect as a woman."

Anyway, most of the Detroit women in architecture decided that was to be their adult life vocation when they were just youngsters in grade, or high, school. Without deviating, they directed their major studies toward that goal . . . and most of them wouldn't have it otherwise if they had their lives to "do over."

Most of those who have been aided by the constructive thoughts of women in architecture wouldn't wish them in any other field of endeavor. They explain:

"They're too valuable where they are."

Attended MSC

Genevieve Helen Hafner, AIA, born in Hastings, Mich., was graduated from the Nashville (Mich.) High School, attended Michigan State College in East Lansing three years, and was graduated from the University of Michigan college of architecture and design with a Bachelor of Science degree.

She has traveled and studied in the United States and Canada. She was registered as an architect by examination in Michigan in 1952.

Miss Hafner was employed by the General Electric Supply Corp., Detroit, as a kitchen designer from 1935 to 1942. Since then, she has been with the Detroit Edison Co. as architectural draftsman, designer in the sales department and as a kitchen designer. She has served as consultant on design and equipment.

Currently, she also is a designer for Detroit Edison on some of the aspects of contemplated new buildings.

Anne Catherine Krebs, AIA, just has opened her own office at 13973 Woodward, Highland Park, and is enthusiastic about its possibilities. She was born in Belleville, Ill., and was graduated from its high school. She studied at the University of Illinois for four years and was graduated with a Bachelor of Science in Architecture degree.

Then she was employed in architects' offices in St. Louis, Mo., as draftsman and job captain. Registered as an architect in Illinois by examination, she also is registered in Missouri and Michigan. She was in private practice in Illinois, 1947-51. She was an associate member of the St. Louis Chapter, AIA, 1947-51.

In Detroit, she formerly was employed in the office of Leinweber, Yamasaki & Hellmuth, Architects. Miss Krebs traveled in Europe during 1954.

'Woman of the Year'

Through her many activities in architecture and community affairs, Helen L. Fassett has acquired many citations as "Woman of the Year," etc.

She is on the staff of Smith, Hinchman & Grylls Inc., Architects and Engineers, 800 Marquette Building.

She was born in Findlay, O., was graduated from its high school, studied four years at Armour Institute of Technology, Chicago, and was graduated with a Bachelor of Science in Architecture degree. After that, she became a draftsman in New York and then in Detroit.

Among the many positions she holds, is that of vice president of the Fassett Lumber Co., in Findlay, O. She is a member of the City Plan Commission at present, and has been its president.

She also is a member of the Detroit Metropolitan Area Regional Planning Commission . . . was secretary of the Architects Civic Design Group.

Small Home Designer

She assisted in planning the Edward J. Jeffries Homes with Smith, Hinchman & Grylls. When she first started in architecture, she did much designing of small homes and while she gave up the small home field, she never has dropped her interest in "where people live."

She is taking an active leadership in the Detroit drive to rehabilitate and refurbish entire areas within the city. She spends much time meeting with groups in an attempt to further this civic aim.

Miss Fassett can advise such redevelopment in a respected, authoritative manner since, it was she who replanned and did over a company town of 8,000 in Tennessee for a change-over to individual home ownership by its inhabitants. That task had plenty of national recognition.

She has traveled and studied in Europe. A large part of her work in architecture currently is co-ordinating interior building materials, such as flooring and the like, as well as color schemes.

Grace Jones Pilafian, the wife of Suren Pilafian, president of the Detroit chapter, AIA, is another associate member of the chapter her husband heads. They have four children, including 11-year-old twin boys.

Mrs. Pilafian was born in Sparta, Minn., was graduated from the Minneapolis Central High School, attended the University of Minnesota School of Architecture three years and Columbia University, two, from which she received her bachelor of science degree. She also studied at Boothbay Studios, Boothbay, Me., one summer.

Later, she was employed as a draftsman and model-maker, landscape division, Norman Bel Geddes, New York City. It was while working there she met Pilafian. She also worked as draftsman for architectural publications. Among her present community activities is that of camp fire leader for a group of 12 girls.

Mrs. Pilafian is active in the Alpha Alpha Gamma Sorority, Association of Women in Architecture and the Women's Architectural League.

In addition to acting as consultant with her husband, she is consultant in color and furniture for the Merrill Palmer School . . . and several architectural firms. Architect Pilafian proudly protests:

"Others are keeping her so busy as a color consultant, I'm having difficulty in trying to get her to find time to give me a lift on some of my own architectural ventures."

Among his most heralded works are Wayne University's State Hall and planned addition, College of Engineering, Kresge Science Library, General Library, Community Arts Building.

LEFT: Genevieve Helen Hafner, AIA, at work on her job as architect with the Detroit Edison Co. Miss Hafner was graduated from U. of M. College of Architecture.

•

RIGHT: Architect Anne Catherine Krebs, AIA, in her own office at 13973 Woodward, Highland Park. She recently returned from Europe.

Detroit Times Photo

Helen L. Fassett, selecting building materials in the offices of Smith, Hinchman and Grylls, Inc. She is known for her work on the city plan commission and several other projects. She has won many citations for her work.

Grace Jones Pilafian, mother of four children, busy in her job as consultant to her husband, Suren Pilafian, and other architects in the Detroit area.

Detroit Sunday Times
Part I, Page 8—June 5, 1955

Sketches

By Ben Burroughs

'EVERY SUNDAY'

WHEN we go to church each Sunday . . . to get right with God on high . . . we endeavor to be righteous . . . and our souls to fortify . . . for we know this day is sacred . . . time to rest and time to pray . . . so it is we travel churchward . . . to give thanks for God's bouquet . . . while at church we make new friendships . . . and renew some of the old . . . then we join in true devotion . . . while the services unfold . . . as we listen to the sermon . . . in our hearts is naught but peace . . . and we pray this tender feeling . . . will stay with us and increase . . . all this happens every Sunday . . . peace on earth, good will toward men . . . giving us the strength and courage . . . to face Monday once again . . . but it's strange and quiet ironic . . . how we manage to forget . . . all the dear and Godly teachings . . . that are lost in tears and sweat.

Redhead Is Better Off With Little Rouge

THE redhead must exercise care and judgment in the selection of makeup items.

As a rule, the redheaded girl with fair skin and blue eyes is better looking without rouge on her cheeks. Her flaming tresses are set off by pale skin.

A redhead with brown eyes, however, generally needs a suggestion of flush on her cheeks, an orange-red being more flattering than a true red or any of the raspberry shades.

Nearly always, her eyebrow and lashes are improved by the use of eyebrow pencil and mascara. The pencil, red-brown instead of black, must be used with a feathery motion.

Sometimes eye shadow can be used effectively but should be worn only at night. A flattering shade for the redhead is an emerald green which makes an interesting contrast with her hair.

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saginaw valley chapter

MRS. SALI FRANTZ, wife of Architect Robert B. Frantz, F.A.I.A., of Saginaw, Mich., won the Silver Medal Award in the recent Fifth National Amateur Competition conducted by Art News Magazine, of New York. The subject of her water color was "Open Door—Just Watching," a gouache fantasy of household pets (right).

Mrs. Frantz, a grandmother whose interests encompass gardens, quilts, hooked rugs, maps, tiles, animal figurines, and church sewing, started painting seven years ago, when, she says, "I just began setting down things I remembered, graphically." She has won many prizes in exhibitions in Michigan and nationally, including a Bronze Medal in the Art News Competition in 1953.

Mrs. Frantz is the sister of Mrs. Dean Acheson.

OEMING & WATERS is a new architectural firm at 218½ S. Hamilton St. in Saginaw, Mich.

The principals, David F. Oeming and Clarence L. Waters, are both natives of Saginaw, graduates of the University of Michigan, College of Architecture and Design, World War II veterans, former employees of J. Robert F. Swanson, A.I.A., of Bloomfield Hills, and former associate members of the Detroit Chapter, The American Institute of Architects. Waters is now a corporate member of the A.I.A. and its Detroit Chapter. They plan to transfer their membership to the Saginaw Valley Chapter in the near future.

western michigan chapter

WAYNE C. HATFIELD, A.I.A. has opened his office for the practice of architecture at 188 Higman Park, Benton Harbor, Mich.

A 1950 graduate of the University of Michigan, College of Architecture and Design, Hatfield is registered as an architect in Michigan and Indiana. He is a member of the Western Michigan Chapter, The American Institute of Architects.

Hatfield was formerly employed by Setterberg & McGrath, of St. Joseph, Mich.; David B. Maxfield, of Oxford, Ohio, and Lennox & Mathews, of Indianapolis, Ind. He plans to conduct a general practice but at present he is engaged on churches and residences.

ROGER ALLEN, F.A.I.A., of Grand Rapids, is shown here at Charleston, S. C., on May 6, 1955, when he was speaker at the A.I.A. South Atlantic Regional Conference. Pointing to the sign, "South Pole 8480 Miles," Roger expresses doubt, saying, "I am starting to pace the distance for the sake of accuracy."

MELLEN C. GREELEY, F.A.I.A., of Jacksonville, Fla., who has just retired after 33 years as secretary of the Florida Board of Architectural Examiners, took the photograph.

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george miehls on europe

The views of an American businessman-engineer on conditions abroad are given by George H. Miehls, president of Albert Kahn Associated Architects and Engineers, Inc., who has just returned from a two-months tour of Europe.

Miehls, who traveled on the continent by automobile, is convinced that this is the best way to see the country. Of most interest to Miehls was the progress—or lack of it—toward rehabilitation in the war-devastated areas. Italy is far ahead of France in this respect, he said, and yet most of the work is still being done by hand. Sledge hammers are used on stones, to make little ones out of big ones, women —never men—are seen carrying heavy loads on their heads, and on the farms only occasionally does one see a tractor. The horse and even the ox, is still the beast of burden, Miehls said, and he added:

"I was taken back to my boyhood days at the sight of the old grind-stone with foot pedal. It seems to me that those who put gargoyles on churches must have been a bit daft, for they seem to me to be the world's ugliest ornament.

"Also I can't seem to go into ecstasy over some of the old works except to understand that time was of no consequence and the spirit of the artisan was in full bloom. I am still of the opinion that the period of architecture best suited to a progressive nation is the American way—that of build, alter, tear down and rebuild. "To me, that denotes change and progress which is the essence of a nations virility and detracts not one iota from the base conception of mass and beauty and function. Let that conception be the American contribution, because it is good and substantial."

GEORGE H. MIEHLS

Miehls said there are exceptions to the rule and that in some cities great progress toward rebuilding is being made. The amazing fact is, he said, they have taken so long to get started. In Milan, for instance, he said he could count ten modern buildings under construction, in view from his hotel. One was a 32-story reinforced concrete store, office and apartment building that is modern in every respect. Side by side are the old and the new. The floors of St. Marks in Venice are out of level as much as 18 inches, and this is the pride and joy of the natives who consider it a mark of ancient dignity.

Miehls had a strong dislike for Le Corbusier's notorious apartment building in Marseille, saying, "may the designer long live in France and never come to America to influence us with his conception of beauty and composition." In Paris, he said, there are listed in the telephone directory more than 2000 architects and upwards of 2800 ingenieurs—including one Jean Lafitte, the pirate.

In Rotterdam Miehls visited the Ford plant designed by his firm in 1930. Later additions have been built by others, he added. Here too, he noted, they are slow to recover. Many people are still living in basements, the only parts of buildings left that are still at all inhabitable, and he heard people say that America is lucky. "I do not agree that it's all a matter of luck, it doesn't just happen by accident," he said.

Miehls has an interesting theory as to why most houses in Switzerland are three stories: "I believe," he said, "that they are occupied by several generations—the oldsters on the first floor, the children on the second and the grand-children on the third, and as time goes on there is a continuous progression downward." Many of the natives don't like the newness, he concluded.

michigan items

C. ALLEN HARLAN, President of Harlan Electric Company, of Detroit, has received the Michigan Democratic Legacy Award from the Michigan Regional Advisory Board of the Anti-Defamation League of B'nai B'rith.

The honor was bestowed on Mr. Harlan for his contribution of work and money to numerous civic and educational endeavors without regard to race or creed.

Mr. Harlan is a board member of numerous associations dealing with human relations.

Mr. Harlan also recently demonstrated further his generosity and civic mindedness by making it possible to transfer to the City of Detroit the Lincoln Collection of Dr. Edgar DeWitt Jones.

The ceremony transferring the collection took place in the Pleasant Ridge home of Dr. Jones, who had spent 45 years amassing the items, books and manuscripts.

The documents were received by Mrs. Elleine H. Stones, chieftan of the Burton Historial Collection, where the documents will henceforth be kept.

EBERLE M. SMITH, A.I.A., recently returned from a meeting of the National Committee on School Buildings held at Teachers College, Columbia University, in New York.

Smith, a member of the committee, stated that the three-day meeting took up the problem of planning for mentally retarded and physically handicapped children.

The committee also considered the possibility of more uniform ratings on fire insurance for buildings, Smith said, and he added:

"The committee is working closely with the authorities participating in the White House Conference on Schools, which will, no doubt, influence legislation to aid in financing schools and school operations. These conferences are moving forward and will probably culminate in a national conference in Washington this fall."

Smith states that the A.I.A. board has adopted a policy, recommended by the committee, emphasizing that there should be no federal control over school systems, that control should remain local as at present, and that federal financing should be considered as a measure of temporary relief.

Smith added that the committee has arranged for the preparation and publication of school plant studies on prefabricated schools, school lighting, lower classroom ceilings, school plant programming, and color for schools.

PROFESSOR RALPH W. HAMMETT, A.I.A., of the College of Architecture and Design, University of Michigan, recently saw completed the new building for the Lutheran Student Foundation, in Ann Arbor, for which he was architect.

In addition to receiving acclaim in the Ann Arbor News, on the occasion of the dedication ceremonies for the structure which will be used as a chapel for the Lutheran Student Club, the Lutheran Students' year book was dedicated to architect Hammett.

At the dedication ceremonies, contractor E. H. Whitman turned over the keys to the building to professor Hammett, who, in turn, presented them to Dr. Henry Yoder, the student pastor.

R. BUCKMINISTER FULLER, eminent industrial designer, was awarded the honorary degree of doctor of arts by the University of Michigan, at its recent annual commencement exercises in Ann Arbor.

Fuller, inventor of the dymaxion house and geodesic dome, has been a speaker before the Detroit Chapter of The American Institute of Architects on several occasions.

Other distinguished persons receiving honorary degrees were Dr. Jonas E. Salk, Harlow H. Curtice, Coleman T. Andrews and Earl Warren.

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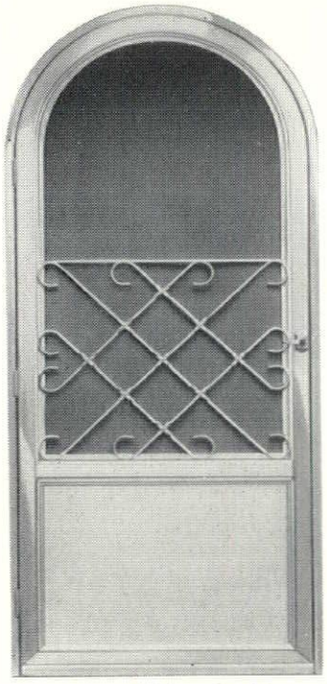

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michigan items

THE AMERICAN INSTITUTE OF ARCHITECTS has issued a standard form of questionnaire to be used by school boards in selecting an architect.

In addition to information by the school system to the architect, the form contains questions as to the architect's type of organization, key personnel, staff organization, list of completed buildings, names of clients, and other pertinent information to enable the school board to evaluate the architect's fitness for a particular project.

By the use of this questionnaire, a school board can select its architect on a proper basis, just as one would select his doctor or lawyer. The forms are available without charge at the Chapter office, 120 Madison Ave., Detroit 26.

JOHN J. UICKER, chairman of the department of mechanical engineering, University of Detroit, has been reelected chairman of Architects, Professional Engineers and Land Surveyors Council on Registration (APELSCOR).

Newly elected are Harold H. Corson, vice-chairman, and E. Harold Clark, secretary-treasurer.

Corson, representative of The Engineering Society of Detroit, succeeds Ray W. Covey, of Michigan Society of Professional Engineers. Clark, of American Society of Heating and Ventilating Engineers, succeeds Don Trefrey, of Illuminating Engineering Society.

APELSCOR, consisting of 14 architectural and engineering societies, has for its purpose the assistance of the State registration board in administering the registration act for their professions.

DETROIT CHAPTER, THE AMERICAN INSTITUTE OF ARCHITECTS announces its schedule of meetings for the 1955-56 season as follows:

September 21, October 13, November 17, December 15, January 17, February 16, March 13, April 18, May 15.

The September meeting will be devoted to the Chapter's honor awards program, the October date will be the annual meeting and election, and the April meeting will be jointly with the Chapter's three student branch chapters.

All will be dinner meetings at Detroit's Rackham building, and each will be preceded by a board meeting and social half-hour.

Earl G. Meyer, A.I.A., chairman of the Chapter's program committee, announces that speakers will soon be engaged for the other dates.

EERO SAARINEN & ASSOCIATES, ARCHITECTS, OF BLOOMFIELD HILLS, MICH. AND VICTOR GRUEN & ASSOCIATES, ARCHITECTS, OF DETROIT, are featured in the April issue of Progressive Architecture.

The Saarinen office is represented by a ten-page illustration article on the dormitories and dining hall at Drake University, Des Moines, Iowa. This project was a top prize-winner in the 1955 A.I.A. national honor awards competition.

The magazine illustrates and describes three restaurants designed by the Gruen office for the Northland Shopping Center in Detroit, stating that each restaurant is for essentially the same purpose, yet each is individually designed.

"It is obvious," the article concludes, "from these examples that vital showmanship can be occomplished effectively with good design as a welcome substitute for exaggeration."

LEINWEBER, YAMASAKI & HELLMUTH, ARCHITECTS, of Detroit and St. Louis, were honored by a feature article in the June issue of Architectural Forum.

Subject of the illustrated feature is "Open-Face Privacy for a Client," and it described the medical clinic for a group of Detroit physicians "that fit into a residential area."

The article designates the building as a fine example, because the architects "so well reconciled the requirements of privacy with the desirability of friendliness."

The clients report that they not only got a building they like, but also "a fascinating architectural education."

JOSEPH W. LEINWEBER, A.I.A. chairman of Detroit Chapter, A.I.A. Committee on the Practice of Architecture, announces that the committee has scheduled evening meeting at Detroit's Rackham building on the following dates:

September 19, October 17, November 21, December 19, January 16, February 20, March 19, April 16 and May 21.

Other members of the committee are Stanley R. Bragg, Erroll R. Clark, Lynn W. Fry, Robert F. Hastings, Joseph N. Lacy, Lavern J. Nelsen, Linn Smith, Donald F. White, James H. Livingston and Louis Menk.

Purpose of the committee is to consider matters within the profession concerning relations of principals and draftsmen, and to encourage better standards for drawings, specifications and other documents, the promotion of more effective building and safety codes, and the standardization of methods of cost accounting.

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SUREN PILAFIAN, A.I.A., Architect, of Detroit, was featured in the June issue of Progressive Architecture, for the important part he has had in building up the campus of Wayne University in Detroit.

Pilafian began planning buildings for Wayne in 1942, after winning a national competition for the University's campus plan. At that time only 15 acres were owned by the University, while today it is building on 85 acres. The magazine states that "an almost incredible transformation is taking place a few blocks north of downtown Detroit, in the area adjacent to the city's long-established cultural center."

Other Detroit architects featured in the article are Ralph R. Calder, A.I.A., who did the University's General Science Building, and Smith, Hinchman & Grylls, Inc., Architects and Engineers, who collaborated with Pilafian on some of the buildings.

JAMES H. LIVINGSTON OF ANN ARBOR; F. JAMES LYNCH AND RICHARD J. PAVLICEK, both of Detroit, also have been elected to membership in The American Institute of Architects and assigned to the Detroit Chapter.

AUBREY M. BANQUIER OF BIRMINGHAM AND LAWRENCE B. JAMESON of Detroit have been reinstated to membership in the A.I.A. and Detroit Chapter.

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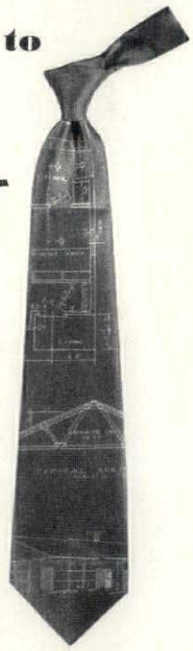

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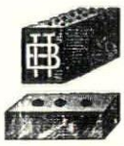


RAYMOND N. HATCH of the School of Education, Michigan State University, recently met with a number of Michigan architects and discussed with them the School's new plan to provide educational consultation service on building to school administrators.

Attending were Malcolm R. Stirton, A.I.A., a member of the Detroit firm of Harley, Ellington & Day, Inc., Architects and Engineers, and chairman of the Detroit Chapter, A.I.A. committee on relations with the government; Willard E. Fraser, A.I.A., of Midland, president of the Saginaw Valley Chapter, A.I.A., and Elmer J. Manson, A.I.A., of Lansing, president of the Michigan Society of Architects.

Another meeting of the group was held at the School on July 20, and architects of Michigan were invited to attend.

ELMER J. MANSON, A.I.A., president of the Michigan Society of Architects, Dr. John A. Hannah, president of Michigan State University, and H. R. Roberts, vice-president of Christman Company, general contractors, recently were recognized at the University for their part in erecting the year's outstanding building in Western Michigan.

The married student housing project at the University in East Lansing received a Merit Award in the Western Michigan Chapter's 1955 Honor Awards Competition. Manson & Carver were the architects, Christman Company the contractors, and Dr. Hannah represented the owner.

F. ORLA VARNEY, A.I.A., 630 Merrick Ave., Detroit, has in preparation a book of his etchings suitable for distribution to visitors, libraries and others, and he invites architects in the Detroit area to submit examples of their work for inclusion in the book, at no cost to the architect.

Mr. Varney, a talented etcher, is also interested in serving other architects by making etchings of details of churches, etc., as well as full views of buildings. He can be reached at TEmple 1-3080.

GEORGE F. DIEHL, HEAD OF DIEHL & DIEHL, ARCHITECTS, of Detroit, announces that Verne H. Sidnam, A.I.A., associate of the firm, has been assigned to administrative duties; Edward N. Hewitt, chief designer, has been made an associate of the firm, and Eugene S. Henderson has been appointed chief draftsman. The firm's offices are at 120 Madison Avenue.

Col. George Walbridge

George B. Walbridge, 80, who organized the Walbridge, Aldinger Company, general contractors, of Detroit, died on July 1, at his home in East Tawas, Mich., where he had retired.

The Walbridge firm built such Detroit buildings as the Michigan Central Station, Book Building, Lincoln Motor Plant and the first unit of the Penobscot Building.

Col. Walbridge earned his military title with the Army Engineers in World War I, when he had charge of $80,000,000 worth of construction. He had been President of the Associated General Contractors of America.

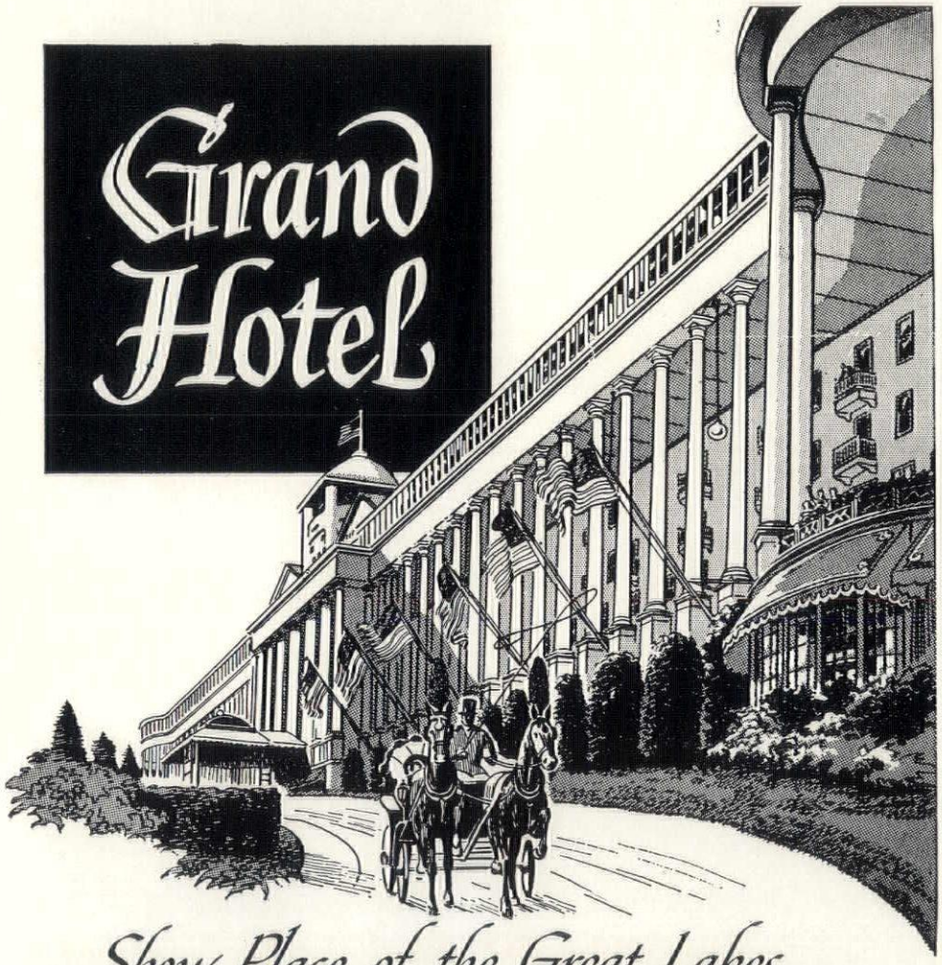
Surviving are his wife, a son, Joseph, of Carson City, Mich., and two daughters, Mrs. James Sample, of Detroit, and Jane, of East Tawas.

Ray Arneson

Ragnar L. Arneson, architectural delineator, died at his home in Ann Arbor after a stroke on July 9. He was 56.

Born in Sweden, he came to the United States from Norway, and he had been a designer and renderer for many architects' offices in Detroit, Dearborn and Ann Arbor. He had done much work on details and illustration for the catalogues of the Detroit Steel Products Company and others.

Mr. Arneson is survived by three sons: Richard, of Akron, Ohio; Ragnar L., Jr., of Madrid, Spain, and Erik, of Ann Arbor; four daughters: Mrs. Gaylord Baker, of Adrian; Mrs. Richard Blakeley, of Palos Verdes, Calif.; Mrs. Donald Reid, of Dearborn, and Ingrid Arensen, of Ann Arbor. He also is survived by three brothers, including Goesta Arneson of Bergen, Norway.



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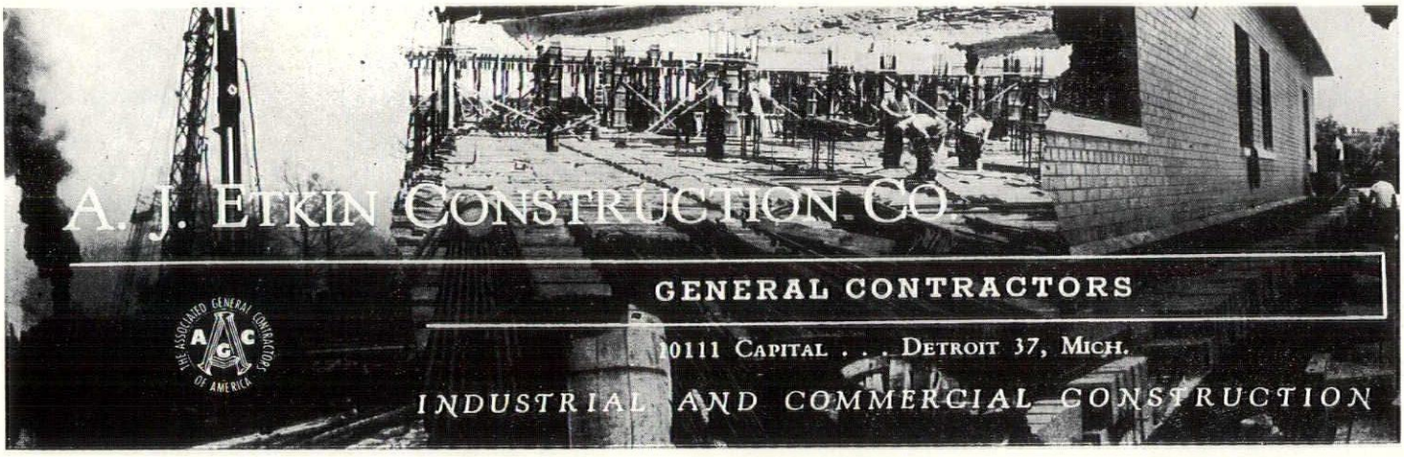

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specification standards

THE MONTHLY BULLETIN has been asked two questions, having to do with standardization of specifications for general construction work in Michigan.

FIRST, whether or not Michigan Architects would be interested in having standard parts of specifications made readily available for much of the work handled by most offices, possibly prepared to correspond to the Specification Outline as developed by The Michigan Joint Cooperative AGC-AIA Committee and published in February, 1953.

SECOND, whether or not the Monthly Bulletin would issue a questionnaire to determine interest and the possibility of making the standards available to the membership of the Michigan Society of Architects.

YOUR EDITOR has talked briefly with some members of The Western Michigan and Saginaw Valley Chapters since it was these chapters and The Michigan Chapter of AGC which sponsored the preparation and publication of the Specification Outline referred to above. Now it appears desirable to obtain a general expression of opinion from the membership of MSA.

IT IS PROPOSED to offer standard parts of specification divisions in most general use. These would be in a form to permit additions of specific items being made as required for a given project, consisting of such items as project identification, specific or variable requirements not covered by the standards, as well as modifications of the standards to meet the conditions of the project. Three forms of the standards are under consideration, one or even two of which may be eliminated should the opinions expressed by the membership indicate a decided preference for two or even one of the forms proposed. The forms may be outlined, briefly, as follows:

No. 1—**Printed Masters** containing standards, with space for typing specific items, from which copies containing both standards and specific items could be reproduced on a duplicating machine. In this instance, the architect's stock would consist of merely the printed masters and blank specifications paper.

No. 2—**Printed Standards** on specification paper, with space to receive specific items. Specific items would be typed on blank masters for transferring such items to the printed standards in the duplicating process. In this instance, the architect's stock would consist of printed standards on specification paper and blank masters.

No. 3—**Printed Transparencies** containing standards, with space for typing specific items directly on the transparencies. Copies could then be reproduced by direct blue or blueline printing. In this instance, the architect's stock would consist of printed transparencies only.

Since we believe both architects and contractors in Michigan would be aided by the use of some form of standardized specifications, the Monthly Bulletin urges all MSA members to fill in the blank printed herewith and mail to this office.

Do you favor having the Monthly Bulletin assist in making some form of Standards for specifications available to Michigan Architects? YES ☐ NO ☐

Will you indicate the order of your preference for the three forms now under consideration.

Form of Standards	1st Choice	2nd Choice	3rd Choice
No. 1 — Printed Masters			
No. 2 — Printed Standards			
No. 3 — Printed Transparencies			

Do you believe you would employ Standards, suitable for the work of your practice, if the cost proved to be not more than the usual public typing charge plus cost of supplies? YES ☐ NO ☐

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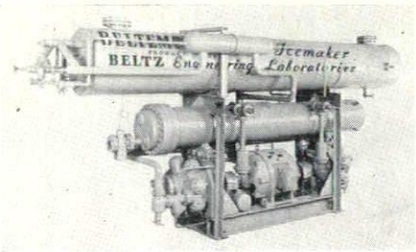

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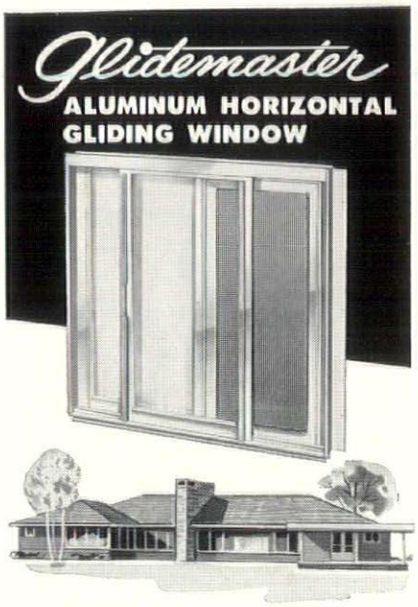

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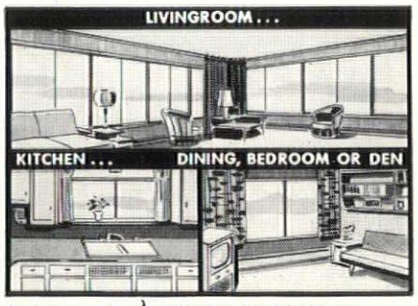

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Chairman, Detroit Chapter, A.I.A., Committee on Allied Arts

According to the by-laws of our Chapter, which our president, Mr. Suren Pilafian mailed to each member of the Committee, the work of the Committee is to foster and promote an ever-closer relationship between architects and sculptors, painters, and other artists practicing the arts of design allied with architecture.

A good start in that direction was made last year under the chairmanship of Morris Jackson. That meeting concentrated mostly on the part the sculptor plays in architecture.

This year our Committee decided to stress the point that various arts and crafts should be integrated more and more into architectural compositions. We realize the fine line that exists between the arts and crafts and it is hard to tell where one ends and the other begins.

We had quite a time deciding on the title of tonight's program. There were all kinds of suggestions—Crafty Arts in Architecture—Arty Crafts in Buildings and Arts in Crafty Architecture. We finally all agreed on a general title that will cover all sins, even the sin of creating a triangle in that age-old family of Arts, Crafts and Architecture. However, the Committee felt that inasmuch as architecture is considered frozen music the sin wasn't so great after all.

The problem is how to proceed in promoting the closer integration of arts in architecture. That is why we are here tonight to hear opinions from craftsmen in the field and from architects, to see examples of the work already done—so as to inspire us for further efforts.

The most important element in the promotion of art in buildings is the architect. He cannot say he failed if he never tried. He must call in the artist or the craftsman at the very beginning and provide the space for murals or sculpture as the case may be. The architect has to be convinced himself and convince his client that art is not a luxury but serves a definite function. In hospitals it certainly has a therapeutic value. In schools, historical murals add to the background of students and encouragement of art studies and so on. Art work could include, metal screens, tapestries, lettering, signs, furniture, etc., adding thereby the human touch so necessary in our lives.

I realize that it is not an easy path for the architect to specify art work as a part of the building. There is a constant resistance from the client, whether he is an individual or a government agency. In each case the client delays his decision by saying that he will consider art work only after the essential requirements are satisfied. Even in such a case it is wise to plan for future completion of the art work.

The architect is not the only one at fault for not trying hard enough to promote art. The artists and the craftsmen will have to get out of their four walls and let the world know where they are and what they are doing. A writer doesn't put his book away after completing writing it. He tries to publish it, so it should be with the artists. They have to make an effort themselves in that direction. Already there is in existence in Detroit a Sculptors' Society, possibly other groups of painters and craftsmen could be formed and a directory published which should be distributed to architects, industrial designers and local government agencies doing building projects. As it is now many architects don't know to whom to turn when they need assistance in this field. The artist needs to realize that we need him as much as he needs us.

When a commission is given to an artist or a craftsman, the regular procedure should be followed as with any other trade. The artist must learn to carry through his commission in a business-like way and write his proposals in a way that won't be misunderstood. I remember an experience where a mural was involved there was a question about who should do the installation. He wrote his specifications as follows: "The artist shall deliver the mural to the premises. The Owner shall hang himself." At any rate, lets be considerate of our clients, they are needed sometimes very badly.

Before introducing our moderator I want to thank the members of the Committee who faithfully attended the meetings and worked so hard to plan this program for tonight: Grace Pilafian, Morris Jackson, Ulrich Weil, David Spalding, Talmage Hughes, Charles Parise, Norman Gura and Robert Lytle.

For our moderator we have a man well acquainted with the architects and artists problems. He has served on the jury for Designer Craftsmen U.S.A., 1953 and on numerous other juries. He is the curator in charge of Art Education at the Detroit Institute of Art. In that capacity he has in the last eight years spared no effort in laying the groundwork for preparing a young generation to become receptive to the values of art in everyday living—Mr. Bill Woolfenden.

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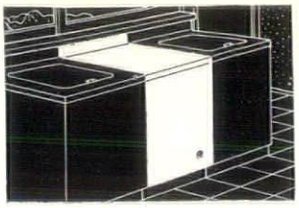

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survey

A record high in architectural construction volume is indicated by a survey just made of architects' offices in the metropolitan Detroit area.

Perhaps at the present time, the greatest difficulty is in obtaining experienced help in the architectural field. But this too can be turned into an advantage, as pointed out by Earl L. Confer, A.I.A., who says, for the first time in years, he has had to work on the board himself. Confer says it reminds him of a statement made by Henry Hornbostel, F.A.I.A., of Pittsburgh, that he kept young by associating with the men in the drafting room, learning their slang and weaknesses — and mimicking them once in a while.

Confer has work in progress amounting to more than $4,500,000, about $3,000,000 of which is in the Detroit area.

Swanson Associates, Inc., Architects, of Bloomfield Hills, have a volume of approximately $14,000,000 — in round figures: $2,000,000 recently completed, $7,000,000 under construction, $3,000,000 in the working drawing stage, and $2,000,000 for which they have just received commission. These projects practically run the whole scale as to type and size.

Suren Pilafian, A.I.A., president of the Detroit Chapter, American Institute of Architects, reports a total of about $11,500,000, a large part of which is for Wayne University in Detroit. Pilafian states that the Monthly Bulletin of the Michigan Society of Architects was largely responsible for his establishing his offices in Detroit. It was through the Bulletin that he learned of the competition in 1942 for Wayne University's campus plan. He entered the competition, won it, opened his Detroit office and has been going strong ever since.

Wm. H. Creaser, of Donaldson & Meier, Architects, reports his firm has more than $4,000,000 worth of work in all stages; about $1½ million recently completed, $1 million under construction, and $1½ million in the sketch stage. Most of the firm's work is religious and institutional.

Eero Saarinen and Associates, Architects of Bloomfield Hills, are engaged in a program amounting to more than $82 million. About $70 million of this is accounted for by the General Motors Technical Center, which is 95% completed. The remainder is largely on university campuses.

Victor Gruen Associates, Inc. are planning four large shopping centers; two others are in the preliminary stage, and the firm has other work, all of which totals about $50 million.

Earl G. Meyer, A.I.A. has approximately $6 million worth of work in the sketch stage and on the boards, and in addition the Meyer office has just completed the high school for Redford Union School District #1, and the gymnasium addition for Grosse Pointe High School, each costing about $1 million.

Hugh T. Keyes, of Birmingham, who specializes in large houses, reports a good volume of work, and, while in this class of work the dollar-volume is not high, quality is of the best.

Diehl & Diehl, Architects, Verne H. Sidnam, Associate have work in excess of $4½ million, most of which is ecclesiastical, with schools and other buildings in connection therewith.

George D. Mason & Co. report projects of more than $7½ million consisting of churches, schools, commercial, industrial and residential.

Merritt & Cole, Architects are engaged on a $3 million program, consisting mostly of churches and schools.

Sewell & Schoettley report $9½ million of work covering a wide range of projects. The firm is associated with O'Dell, Hewlett & Luckenbach, Architects, of Birmingham, on a project to ultimately cost $50 million. More than $6 million of this will be spent this year.

Harley, Ellington & Day, Inc., Architects and Engineers have approximately $80 million worth of buildings under construction, of which about $25 million are in the Detroit area. In addition, they have on the boards two large mausoleums, one in Chicago and one in Pittsburgh, the new Detroit National Guard Armory and a master plan for the Air Force Base at Cadillac, Mich.

Giffels & Vallet, Inc., L. Rossetti, Associated Engineers and Architects have a grand total of 289 projects in all stages, 20% is in the Detroit area, and another 20% is for the U. S. Government. This is exclusive of the firm's atomic energy projects. The firm's volume has kept up around the $1 billion figure.

Smith, Hinchman & Grylls, Inc., Architects and Engineers have a wide variety of projects, totaling more than $160 million. Sixty-two per cent is in the Detroit area. Amedeo Leone, A.I.A. vice-president of the firm, states that "the outlook for 1955 is excellent."

From the sampling of the 15 offices included in the survey, it appears that Mr. Leone's statement applies to the whole building industry hereabout.

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D	383	1,150	5.3
E	750	2,250	10.3
F	125	375	1.7
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I	750	2,250	10.3
J	750	2,250	10.3

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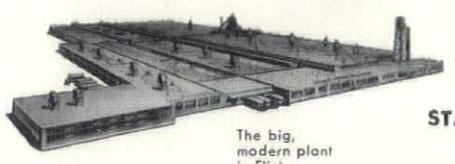

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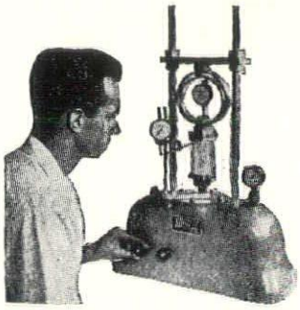

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products news

Paul Marshall, charter member, first President and one of the founders of the Michigan Chapter of Producers' Council, Inc., along with C. William Palmer, F.A.I.A. back in 1931, was honored at the Producers Golf Outing and dinner held June 17 at the Beach Grove Golf Club, St. Clair Beach, Canada

Top picture: Clyde Oakley, immediate past president of Michigan Chapter, Producers' Council, architect C. William Palmer, F.A.I.A., Paul Marshall holding framed citation signed by friends and associates and William Gillett, National president of the Producers' Council

Middle picture: Clyde Oakley presenting Honorary Life Membership card in the Producers' Council to Paul Marshall at the dinner

WALLACE CANDLER, INC., roofing contractors, of 9000 Roselawn Ave., Detroit, announces that Wheaton F. Candler, son of the late Wallace Candler, founder of the firm, has been elected executive vice-president in charge of industrial maintenance and repair work.

Richard Veitch was elected vice-president and general manager.

The new officers, Candler and Veitch, have been with the firm eleven years and seven years, respectively.

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IVAN M. KIRLIN was awarded an Honorary Dr. of Engineering degree by Purdue University at commencement exercises June 5th at Lafayette, Ind. He received his B.S. in E.E. at Purdue in 1913, and for a few years taught electrical engineering.

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bulletin board

ARCHITECTS-ENGINEERS IN THE BIBLE—"I lifted up mine eyes again, and looked, and behold a man with a measuring line in his hand. Then said I, Whither goest thou? And he said unto me, To measure Jerusalem, to see what is the breadth thereof, and what is the length thereof."—Zechariah 2:1-2.

"And he who talked to me had a measuring rod of gold to measure the city and its gates and walls. The city lies foursquare, its length the same as its breadth; and he measured the city with his rod, twelve thousand stadia; its length and breadth and height are equal. He also measured its walls, a hundred and forty-four cubits by a man's measure, that is an angel's. The wall was built of jasper, while the city was pure gold, clear as glass."—Revelation 21:15-18.

WISCONSIN'S NORTH WOODS is said to be the locale of a residence project planned by one of the State's famous architects for a wealthy client. The plans were sent to the village carpenter with instructions to begin construction immediately.

Within a few days the client received a post card stating, "the plans are all wrong. I can do nothing until you get them straightened out."

The client wired back, "plans are okay, proceed accordingly," and by return mail came the reply: "I do not saw a board till them plans get straightened out. Why, if I was to build that house the way it's planned, you'd have two bathrooms."

ARCHITECTURAL EXAMINING BOARDS have, in some cases, members who are quite young. Recently one such young member was leaving the scene of the tests when one of the applicants asked how he did on the examinations. The examiner answered, "all right." When the applicant asked how he knew, the examiner replied, "I gave the examination."

EDWIN B. MORRIS, A.I.A. vice-president of the Tile Manufacturers' Association, Inc., has a wonderful lecture which he illustrates with beautiful color slides. One is a library done by Harold R. Sleeper, F.A.I.A., and Morris relates that soon after it was completed there was a student riot in the building, and one student was hit by a flying Chaucer.

EMIL LORCH, F.A.I.A., of Ann Arbor, is one of the founders of the Michigan Society of Architects, established in 1915, the same year the State's first architectural registration Act was passed. As an indication of progress since, it was interesting to find early minutes of a Society meeting in which E. L. reported that a committee for an architectural competition in Ann Arbor had excluded non-registered architects.

AND SPEAKING OF COMMITTEES—There was the professor who went to see the Pyramids. His camel pitched and plunged him to his destination and folded awkardly down and up again after the professor had dismounted. The professor stood off and looked at the great humped trunk of the animal perched on four spindly, knock-kneed legs and said, "That thing could only have been designed by a committee."

ncarb

NATIONAL COUNCIL OF ARCHITECTURAL REGISTRATION BOARDS held its 34th Annual Convention at Hotel Nicollet, Minneapolis, June 18 and 19, 1955. Seventy-six delegates were registered from 36 states.

Council President Fred L. Markham of Provo, Utah was reelected for a second term, as were all other officers and directors, as indicated on the masthead above. Mellen C. Greeley, F.A.I.A., of Jacksonville, Fla., was Chairman of the Nominating Committee, and when he reported that all had been renominated they were unanimously relected. "Sir" Leonard Bailey, F.A.I.A., of Oklahoma, installed the "new" officers.

Chief subject of the Convention was to explore the examinations being given by the various states, and to bring them more into uniformity. J. Woolson Brooks, F.A.I.A., of Iowa, and his Committee on Examinations, submitted an inerim report following a survey and other work over the past year. This report was considered of such importance as to warrant appropriation of $2,000 to continue it for another year. Joe E. Smay, of Oklahoma, contributed a valuable survey he had made of state exams, showing how many took each subject, how many passed and how many failed.

Brooks' Committee will prepare a master list of questions for all exams except design and composition, so that they will be available to all states. It was decided that the Council's Board will meet at regional conferences.

The Council approved and took action on all recommendations made in the Burdell report on Education and Registration. William L. Perkins, Council Executive Secretary, reported that the Council has issued 2,118 Certificates and 4,736 Records. The treasury is in excellent condition.

A. Reinhold Melander, of Minnesota, welcomed delegates, and Senator A. L. McCawley, Counsel for the Missouri Board, showed a book he had written concerning engineering registration in all states, giving full information on the subject. He announced that he now has in preparation a similar volume about architectural registration.

Ralph Kempton provided an exhibition of design problems from the Ohio Board. He also presided at a luncheon and the annual dinner of the Society of Architectural Examiners, of which he is President. Ralph was reelected for another term, as was Miss Clemmie V. Wall as Vice-President. Miss Wall is Secretary of the Missouri Board. She was chairman of the Registration Committee, and she was assisted by W. A. Piper of Wisconsin and Mrs. Maxine Beem of the Council office.

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Sessions were presided over by President Markham, First Vice-President Edgar H. Berners, F.A.I.A., of Wisconsin, Second Vice President Joe Smay, and Past President Charles E. Firestone, F.A.I.A., of Canton, Ohio. Mr. Firestone explained a new Log Book to be used by graduates as a record of their employment. It will be tried in several states.

It was good to see present Emil Lorch, F.A.I.A., of Ann Arbor, Mich., senior member of the Council and its first President.

prologue

It is safe to say that never before has so much talent of leaders of the profession been directed to the problems of the architect. Before, during and after Convention there were meetings of many affiliate groups, including the NCARB, National Architectural Accrediting Board, Association of Collegiate Schools of Architecture, the Producers' Council and many others, including special committees.

One of the latter was the Conference on Expansion of Professional Schools to Serve the Building Industry. Sponsored by the A.I.A., it was attended by representatives from American Society for Engineering Education, American Society of Civil Engineers, Associated General Contractors, Association of Collegiate Schools of Architecture, Engineers Council for Professional Development, National Architectural Accrediting Board, National Association of Home Builders, NCARB, National Society of Professional Engineers, and the Producers' Council.

The Committee considered the Burdell Report following its Survey on Education, which resulted in a recommendation that the schools give consideration to a new course directed to those who desire to make careers in the building industry, not as professional registrants, but otherwise in the building field with contractors, producers, in sales, research, etc. James M. Hunter, A.I.A., of Colorado, Chairman of the Institute's Committee on Education, presided; Leonard Wolf, Chairman of this sub-committee, was moderator.

interlude

Beryl Price, Chairman of the A.I.A. Committee on Chapter Affairs, conducted a meeting on that subject, which was most valuable to many chapter representatives present. John Root, Chairman of the Institute's Committee on Public Relations was host at a breakfast at which chapter representatives were present. This was most

GEORGE BAIN CUMMINGS

constructive. Talks were given by Messrs. Root and Walter Megronigle of Ketchum, Inc.

The film slides by Ralph E. Myers, A.I.A., of Kivett & Meyers, of Kansas City, were shown several times to capacity audiences, as was the Michigan Society of Architects color motion picture. A great deal of interest was indicated.

Other interim meetings were held by various groups. One of the most delightful was the annual scrapple breakfast, sponsored by The Tile Manufacturers' Association, Inc., with Eddie and Faith Morris as hosts. Edwin B. Morris, A.I.A. is Vice-President of the Association.

convention

George Bain Cummings, F.A.I.A., of Binghamton, N. Y., was elected President of The American Institute of Architects at its 87th Annual Convention in Minneapolis, June 20-24, 1955. He succeeds Clair W. Ditchy, F.A.I.A., who had served two terms.

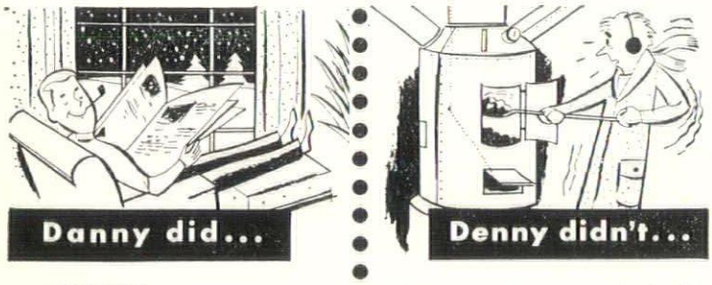
Earl T. Heitschmidt, F.A.I.A., of Los Angeles, was reelected First Vice-President; John N. Richards, F.A.I.A., of Toledo, Second Vice President; Leon Chatelain, Jr., of Washington, D. C., was reelected Treasurer. Edward L. Wilson, of Fort Worth, Texas, was elected Secretary. Richards and Wilson were the only candidates having opposition. Regional Directors elected: Matthew W. Del Gaudio, New York; Austin W. Mather, New England; Bradley P. Kidder, Western Mountain; Bryant E. Hadley, North Central.

The new President, of Conrad & Cummings, Architects, of Binghamton, had demonstrated his leadership at the Chapter, State, Regional and National levels. He is distinguished in the fields of architecture, planning, and housing, and his contribution to civic affairs has been valuable. In 1949 the Central New York Chapter awarded him its highest honor, its citation for public service in civic improvement. He has served as Regional Director of the New York District.

About 1600 were registered at the convention, from 99 chapters and eight state societies. The business sessions were well attended, and from the voting it seemed evident that members are in general well satisfied with the way their Institute is being run. Practically all of the resolutions looking toward changes were defeated—limiting the term of office of the president to one year, that of regional directors to two years, balloting by mail, etc.

(Continued on page 51)

BELOW, LEFT: William Dudok receives Gold Medal Citation from President Ditchy. CENTER: Producers' Council President William Gillett presents P. C. Honorary Membership to Ted Coe. RIGHT: The Ditchys greet the Kastendiecks.



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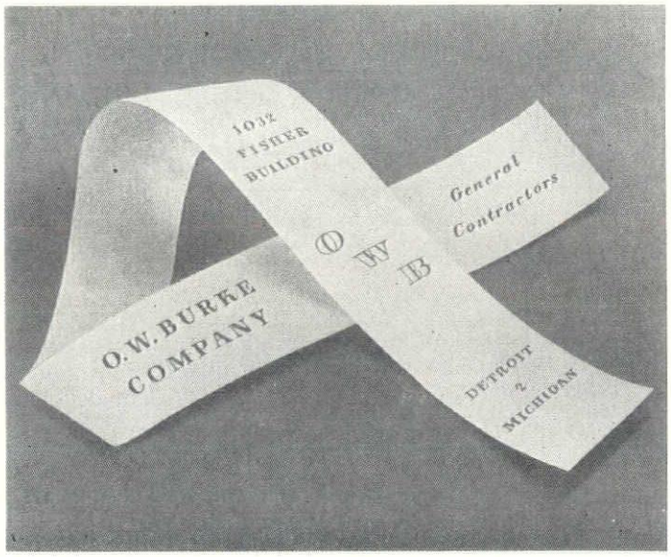

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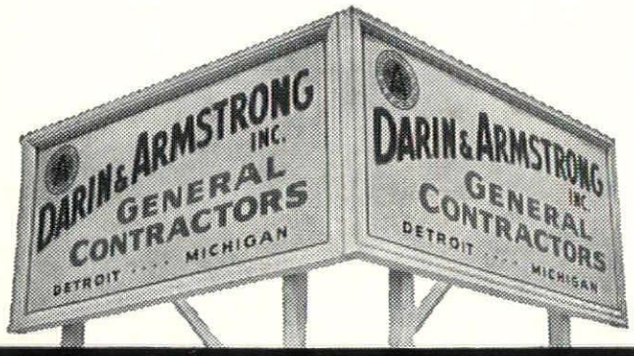

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One resolution, offered by the Resolutions Committee that did pass was as follows:

WHEREAS, Certain truths are accepted as axiomatic; such truths as—"All Conventions may be considered to have been good conventions," "One always tells one's hosts that they are good hosts," "All expiring officers have been good officers," and

WHEREAS, Such truths are repeatedly belabored by the passing of standard resolutions imputing superlative qualities beyond the realm of reasonable possibility, and

WHEREAS, Such resolutions consume time which could better be devoted to other purposes, and are recognized by those whom they seek to honor as utterly perfunctory and insincere despite their competitive extravagance of expression now, therefore be it

RESOLVED, by the American Institute of Architects in convention assembled, that the passing of Resolutions X, Y, and Z now and evermore be accepted to mean the following:

X—That all delegates, members, wives, sons, daughters, grandsons, granddaughters, and guests enjoyed themselves, and return home mentally and spiritually refreshed, and

Y—That thanks are hereby extended to the Host Chapter, to all Committeemen who labored on arrangements, to their wives, consorts, and secretaries, to their draftsmen and associates, to the local press, to the Producers' Council, to the chambermaids, bellboys, and elevator operators, and to all others who contributed to the outstanding success of this convention, and

Z—That the retiring officers and directors are hereby lauded for having served faithfully and effectively.

All of which will still allow individuals to express their sincere appreciation to appropriate individuals in the only way which can be genuine and heart-warming.

The Committee recommends approval, and moves its adoption with the suggestion that future conventions, should they avail themselves of this device, could become more flowery by raising the symbols to higher powers or even using binomial formations.

Here endeth the report.

Highlight was the Award of the Institute's Gold Medal to Willem Marinus Dudock, distinguished Dutch architect and planner and his masterful address at the Annual Dinner. There were many other awards, exhibits, displays and other recognitions: Mrs. Russell Whitehead, widow of the author of the White Pine Series; Weyhauser Timber Foundation, Ted Coe, as Honorary Member of the Producers' Council (should have been a gold medal); Jim Follin, Honorary Membership, also C. D. Spragg, Secretary of the RIBA; Charles Herbert Aslin, President RIBA and Prof. Kay Fisker, Royal Academy of Art, Copenhagen, Honorary Fellows; Honorary Memberships also to Carl Sandburg America's beloved poet, and to George B. Melchers, Flour City Ornamental Iron Works; Fine Arts Medal to Ivan Mestrovic; Craftsmanship Medal to John Howard Benson; Edward C. Kemper Medal to Turpin C. Bannister; Citation of Honor to Reinhold Publishing Corp.; Distinguished Achievement Citation to The Kohler Foundation. There were also honor awards for distinguished architecture, Product Literature Awards and Product Exhibition Booth Citation.

Crowning event was the presentation of Fellowships to 42 members from 19 states: Arkansas—Howard S. Eichenbaum; California — Robert Evans Alexander, George Boggs Allison, Ernest Born, Harvey Parke Clark, John Lyon Reid, Henry Lyman Wright; District of Columbia—Philip Herbert Frohman; Florida—Igor Boris Polevitsky; Georgia—John Cobb Dennis; Illinois —Frank A. Childs, Noel Leslie Flint, Raphael N. Friedman, Andrew Nicholas Rebori, E. Todd Wheeler; Kansas — Arthur Mann; Louisana—Dewey Anderson Somdal, Samuel Wilson, Jr.; Maryland—Louis M. Fisher, Thomas Worth Jamison, Jr.; Charles H. Nes; Massachusetts — Walter F. Bogner, Isador Richmond; Michigan—Louis Rossetti; Minnesota — Theodore Oscar Land; Missouri—Harris Armstrong; Nebraska—Harry F. Cunningham; North Carolina —William H. Deitrick; New York—Elizabeth Coit, Frederick G. Frost, Llyod Morgan, Donald Kenneth Sargent, Leonard Adrian Wasdorp, Julian H. Whittlesey; Ohio—Anthony S. Ciresi, Ernest Pickering, John Noble Richards; Washington State—J. Lister Holmes; Texas—Donald Barthelme, Karl Fred Kamrath, Ernest Langford, Fred Talbot Wilson. CONGRATULATIONS!

Miss Coit is the third woman F.A.I.A. the others: Lois Howe, 94, of Boston, still living, and Theodate Pope of Connecticut, now deceased.

epilogue

Following adjournment of the convention, the college of Fellows held its annual luncheon meeting, which was presided over by its Chancellor, Alexander C. Robinson, III, of Cleveland, Ohio. Mr. Robinson was reelected as Chancellor.

This was the fourth convocation of the College, and the first at which citations were presented to professors of architecture for their effective teachings—to Professors Herbert E. Baxter of Cornell; Herbert L. Beckwith, MIT; John Rex Cunningham, Oklahoma A. & M.; Paul Grillo, Notre Dame; Paul Heffernan, Georgia Tech; Raymond W. Jeans, U. of Calif., Berkeley; Jean Labatut, Princeton; Newton D. Morgan, Univ. of Ill.; Wilbur C. Ronan, Ohio State.

The new Board of Directors of the Institute held an open meeting Friday evening after the convention, and its organizational meeting the next morning.

sidelights & highlights

The tours and all other entertainment features planned by the host chapters were sell-outs—the lapse of 39 years since Minnesota had an A.I.A. convention gave the hosts inspiration to do an outstanding service. More than 400 were on the Cannon Ball to Cold Spring Granite Company.

Roger Allen's pink tuxedo. Clair Ditchy's blue satin sheets in the pent house atop the Radisson.

Glenn Stanton's induction of Clair Ditchy into the Past President's Club. The pleasure of visiting again with Goldwin Goldsmith, Past President Doug Orr, Gene Knight and many others.

The sorrow at the passing since the last convention of Past President Charles D. Maginnis and Edwin Bergstrom.

Next stop: the 88th Convention at the Los Angeles Biltmore next May.

architects in the news

california

ERNEST J. KUMP, A.I.A., architect of Palo Alto has left for Korea to discuss requirements for a new U. S. Embassy Bldg., and accessory residences which he will design for the government at Seoul.

When he has finished in Korea he will fly to The Hague in Holland where he will attend the annual convention of the International Congress of Architects as an official delegate of the A.I.A. and as a member of the Congress' Committee on School Planning.

Kump recently received the First Honor Award from the A.I.A. for his design of the North Hillsborough School. He is an honorary Fellow of the Royal Society of Arts of England and lecturer in architecture at Stanford.

iowa

DEPARTMENT OF AGRICULTURE & ARCHITECTURAL ENGINEERING, IOWA STATE COLLEGE, in cooperation with the College's Department of Industrial Administration, announces a new course in Business Management for the Building Industry, a curriculum for students interested in business as related to the building industry, having as their goals either private business enterprise or business management positions.

Leading to the degree of Bachelor of Science, Major in Industrial Administration (Business Administration), Minor in Architecture, the course includes work of a general educational nature such as Written and Spoken English, Mathematics, Chemistry, Physics, Geology, Botany, Zoology, Bacteriology, Genetics, Economics, Industrial Administration, Psychology, Sociology, Government, History, Literature, Modern Language. Major Work: Business Law, Business Finance, Marketing, Income Tax Procedure, Principles of Transportation, Cost Accounting. Prerequisities for Minor: Drawing & Projection, Graphical Theory and Application, Architectural Drawing.

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news

kansas

DWIGHT C. BROWN, A.I.A., of Topeka has been appointed as the new state architect for Kanas. For the past three years Brown has been employed as an architect by the Topeka firm of Griest & Ekdahl devoting most of his time to the Menninger Clinic project.

michigan

ARCHITECT LEO J. HEENAN, A.I.A., of Pontiac, recently was honored by having the City Commission of that City pass a resolution of appreciation for the outstanding service he rendered as architect on Pontiac's new City Hall which has just been dedicated.

Similar resolutions commended the J. A. Fredman Co., general contractors and the main sub-contractors of the $1,200,000 structure for their "excellent workmanship and strict adherence to detail."

new mexico

HARVEY S. HOSHOUR, of Albuquerque has been awarded the Rotch architectural prize at Massachusetts Institute of Technology and a Fulbright scholarship to study architecture in Italy for a year.

A graduate of St. Paul academy, St. Paul, Minn., Mr. Hoshour received a degree in architecture from MIT in June. His late father was a former University of Minnesota law professor and St. Paul attorney.

new york

FULBRIGHT AWARDS IN ARCHITECTURE, afford young American architects a chance to study abroad during 1956-57 under the U. S. Government international educational exchange program.

Candidates in the field of architecture may enter the general competition for Fulbright scholarships. Closing date for applications is Oct. 31, 1955. Application blanks and a brochure describing the Fulbright program are available at the Institute of International Education, 1 East 67th St., New York City.

A chance to compare American and foreign design and to study foreign architectural developments is given to qualified candidates under the program authorized by the Fulbright Act. Participating countries of interest to architects are Austria, Belgium and Luxembourg, Denmark, Finland, France, Germany, Italy, Japan, the Netherlands, Norway, and the United Kingdom.

Eligibility requirements for the foreign study fellowships are: (1) United States citizenship; (2) A college degree or its equivalent at the time the award is taken up; (3) Knowledge of the language of the country sufficient to carry on the proposed study; (4) Age 35 years or under; and (5) good health.

JOSEPH LEVY, JR., was elected president of the Brooklyn Chapter, A.I.A. Elected to serve with him were Irving P. Marks, vice-president; Herbert Epstein, secretary; Anthony J. Amendola, treasurer; directors are: Vincent Pellegrino, Stanley W. Prowler, Joseph C. Haus, Frank Randazzo.

south carolina

SIMONS, LAPHAM & MITCHELL, ARCHITECTS is the new name of the 35-year-old firm of Simons & Lapham, Architects, 17 Broad St., Charleston 3, S. C.

J. M. Mitchell, Jr., A.I.A. a graduate of Clemson College, joined the S. & L. firm in 1946 as a draftsman. The firm, South Carolina's oldest, has done many schools, government buildings, the Charleston Municipal Airport Terminal Building, Law Building at the University of S. C., Charleston TB Hospital, and the Post Courier Building.

Both Mr. Simons and Mr. Lapham are authors on architectural subjects, have taught at the College of Charleston served in World War I and II, past presidents of the S. C. Chapter, A.I.A. and Fellows of the Institute.

Mr. Simons also taught at Clemson College, is a member of his City's Planning and Zoning Commission, Chairman of Charleston's County Planning Board, past A.I.A. Regional Director. Mr. Lapham is a member of the S. C. State Building Council, District Officer for Historic American Building Survey.

virginia

A. O. BUDINA, F.A.I.A. & HORACE G. FREEMAN, A.I.A., announce the formation of a partnership for the practice of Architecture under the firm name of Budina & Freeman, with offices in the Richmond Federal Bldg., 728 E. Main St., Richmond.

washington

JUDGE JOHN D. COCHRAN ruled in a Tacoma Court that a contract is implied when a general contractor uses figures supplied by a specialty contractor in preparing his bid for a prime contract. The case in Pierce County Superior Court was brought by Milone & Tucci, plumbing contractors against Bona Fide Builders, charging the builders used the plumbing firm's figure in bidding on a government project, then awarded the contract to another on a lower bid.

Milone & Tucci sued for loss of profit on the project and Judge Cochran held that the firm should have been entitled to the work because its figures were used in preparing the bid. The case is likely to be appealed.

LLOYD J. LOVEGREN, after a membership of only four years in the Washington State Chapter, A.I.A., has risen to the presidency of the organization which was founded in 1894. Other officers elected were: James J. Chiarelli, 1st vice president; Harold W. Hall, 2nd vice president; John L. Rogers, secretary; Albert O. Bumgardner, treasurer.

died

JAMES E. ALLISON, F.A.I.A., in his home city of Santa Barbara, Calif., on July 2nd. Mr. Allison designed many of Southern California's notable buildings, particularly in the education field. Among the structures which Mr. Allison, in partnership with his brother, designed were UCLA's Royce & Kirckhoff Halls, Los Angeles State Normal College (now L. A. City College), the Southern California Edison Bldg., (first air-conditioned structure of earthquake resistence design in the West), the University Club, Women's Athletic Club, Friday Morning Club, and high schools in Van Nuys and Santa Monica.

GEORGE E. BERGSTROM, former president of the A.I.A., 79, in Claremont, Calif., on June 17th. Mr. Bergstrom designed the Alexandria Hotel, Bullock's and numerous other important structures in Los Angeles and also the Pentagon in Washington, D. C. He served as treasurer of the national A.I.A. for some 40 years and was elected president in 1939 and 1940. He also formed the Allied Architects Assoc.

CHARLES F. GARLICHS, 80, of Briarcliff Manor, N. Y., on June 21st. Mr. Garlichs died in Caledonian Hospital in Brooklyn of which he was the last of the founding members. He was secretary of the Board of the hospital from 1910 when the state charter was issued. Caledonian was founded by a group of Scottish men and women and is the only Scottish supported hospital outside the British Commonwealth. He acted as architctural consultant until his retirement in 1950.

RUSSELL E. HART, A.I.A., 82, in his home city of Nashville, Tenn., on June 19th. Mr. Hart was a partner in the engineering firm of Hart, Freeland & Roberts. He had been the architect on such buildings as the Governor's Mansion, National Life and Accident Insurance Co. building, Hermitage Hotel and Interstate Life Building, as well as a number of churches.

JAMES B. HAWKINS, A.I.A., 54, a partner in the New Albany, Ind., firm of Hawkins & Walker, on June 19th. Mr. Hawkins helped draw plans for schools and other public buildings in southern Indiana.

FRANCIS E. HENLEY, New England's first woman architect to practice her profession under her own name, at her home in Pawtuxet, R. I., on May 16, Miss Henley was the first woman to be graduated from the Rhode Island School of Design. Among the many buildings and homes she designed are the Wheeler School in Providence and elaborate summer camps at Rangeley Lakes in Maine.

JOHN C. LEAVELL, in Tampa, Florida, on June 13th. Mr. Leavell, an associate architect for the Illini Union Bldg., specialized in the use of Georgian style architecture and was responsible for the interiors and details of the Illini Union.

T. GEORGE O'CONNELL, A.I.A., 85, in Venice, Fla., on June 7th. Mr. O'Connell designed more than 800 cathedrals and public structures in New England. For designing the Basilica St. Peter and Paul, Lewistown, Maine, the largest Catholic church in the United States, he was awarded the Harleston Parker Medal. He also won an award for designing the Immaculate Conception Convent in Malden.

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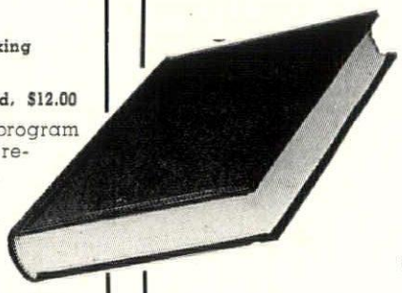

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shopping centers

By Morris Ketchum, Jr., F. A. I. A.
of Ketchum, Gina' & Sharp,
Architects, New York City

Morris Ketchum, Jr., F. A. I. A.

The suburban shopping center of the future will house every variety of goods and service now found on downtown Main Street—all under one roof in an atmosphere of springtime climate and easy, fast, comfortable "one-stop" shopping, predicts architect, Morris Ketchum, Jr., a specialist in store planning, and member of the New York architectural firm of Ketchum, Gina & Sharp.

The past five years have seen a remarkable growth in shopping centers all over the country, both in number and quality of design. Mr. Ketchum, whose firm has designed such nationally known shopping centers as those in Princeton, N. J. and Framingham, Mass., believes this logical result of the motorized age and the downtown congestion in our cities is still in an early stage. The earlier planners studied "Main Street" and its collection of stores and transplanted what they learned to the suburbs. Therefore, up until now, the evolution of shopping centers has resulted in converting a slice of Main Street into a merchandising island surrounded by parking space. This was the objective five years ago, and Mr. Ketchum feels that it has been achieved.

The first wave of trial, error and accomplishment is over and the shopping centers of the present are being designed to accommodate customers, he states. Planners have learned how to separate pedestrian, service and automobile traffic, where to put cars and trucks, and how to keep the whole operation within a reasonable acreage. Now, with concentration beginning in a new direction—on the customer—shopping centers are beginning to evolve retail selling ideas independent of Main Street, says Mr. Ketchum, and he adds:

"Although this evolution will take a few years before an ultimate 'shoppers paradise' is in existence, he points out that many centers are already being planned which incorporate many advanced techniques for increasing the comfort and convenience of shoppers. One such advance is to provide 'indoor-outdoor' shopping by means of air conditioning enclosed walks and malls. A constant temperature year 'round is maintained throughout the center—all under one roof—and the customer can shop everywhere in perfect springtime weather from the time he leaves his car and enters the shopping concourse.

"Several completely enclosed and air conditioned shopping centers are now in the planning stages for such widely separate locations as Minneapolis and Boston. Although they differ in plan and vertical organization, all resemble giant department stores. A wide variety of small shops, chain stores and one or two key department stores are clustered together under one roof. Their various shopping levels—from one to three stories—are united by escalators. There are no open pedestrian malls. Instead, all stores face inward on interior, roofed and air conditioned walkways and concourses. Daylight is filtered through glass roofs, or holes are left in the overhead canopy to form glass-enclosed garden courtyards open to the sky but closed to pedestrians. The result is varied, forming an interesting and attractive pattern of indoor shopping streets with no feeling of either monotony or claustrophobia.

"Part of the believe-it-or-not story of these shopping centers is the fact that they cost less. The cost of air conditioned shopping streets is minimized by the fact that they lose less heat in winter and absorb less heat in summer, because of the protective belt of store space between them and outside air and sun. These streets, too, are shorter than the long outdoor malls of the typical regional shopping center. Space and money are saved; the shopper has shorter walking distances to travel. Then the fact that all store space is under one roof (instead of in separate buildings) cuts expensive exterior walls to a minimum. Store fronts cost far less because indoor store fronts are less expensive than weatherproof outdoor store fronts. In fact, some store fronts can be entirely omitted. Finally, planting a few interior garden courts is less costly than landscaping extensive outdoor malls. All this means that these new giant shopping centers can easily rival any of their competitors in initial and operating costs."

Here's what Morris Ketchum sees for the shopping center of the future: First, a whole new philosophy toward shopping centers. They must become integral units with their own character, rather than a collection of separate branch stores. They should be beautiful as well as practical and provide a well-integrated group of available goods and services, with merchandise as good as can be bought anywhere, with pleasant surroundings, friendly atmosphere and a place to take the whole family.

Open-air shopping, except in areas with ideal climate, will be abolished. Ideal outdoor weather will be brought indoors with constant springtime temperatures. Indoor trees, fountains and gardens will create a pleasant atmosphere; openings in the roof will admit sun and light to these interior gardens. Walking distances will be kept at a minimum because all merchandise will be under one roof with escalators from floor to floor. Competitive shops may be separated by nothing but aisles, and shoppers will have the convenience and luxury of comparative shopping without once exposing themselves to outdoor weather. No more separate store buildings—one huge store with separate leases for each merchant will be the new shopping center method. Organized play areas for children, movies and restaurants will round out the completeness of the service under one roof.

A typical day in the shopping center of the future is envisioned this way by Mr. Ketchum:

Mrs. Jones with her two young children drives into the center. Since it is a cold, snowy day, she parks her car, goes to one of the entrances, and immediately passes into the perfect temperature and humidity of the shopping concourse. All heavy outer clothing is easily checked and the children are left at the nursery and supervised play area. Mrs. Jones is now completely free for a relaxing day of shopping with easy access to every type of store that she would find on all of downtown Main Street. She shops competitive areas for price and merchandise best suiting her, until time for lunch. Luncheon is served in an atmosphere of natural overhead daylight, trees and fountains, then more shopping until mid-afternoon . . . or perhaps even a movie. Her last shopping before calling for the children is done at the giant super market, where she buys food for the entire week. After she enters her car, she drives to a pick-up station where the groceries and other purchases are placed in the car. The car was not neglected either . . . while Mrs. Jones was spending her day in springtime comfort, the car was serviced at the center's station.

When the architect plans shopping centers, says Mr. Ketchum, he is moving in an area which requires his cooperation with marketing experts and the retailer. The very nature of the new shopping era which we are entering requires broad changes in policies of franchises and distribution. Packaging and informative labeling must meet the new demands of self-selling. And the architect must offer the atmosphere which makes people want to buy, find it easier to buy and, as a result, buy more.

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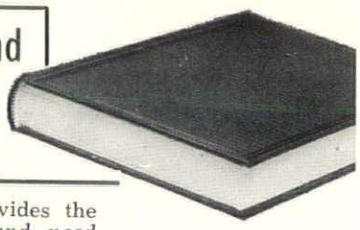

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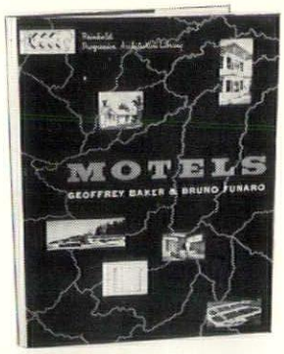

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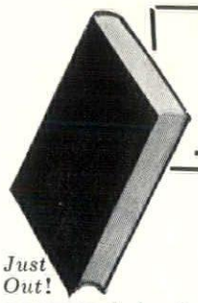

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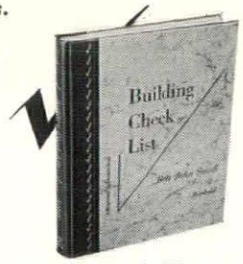

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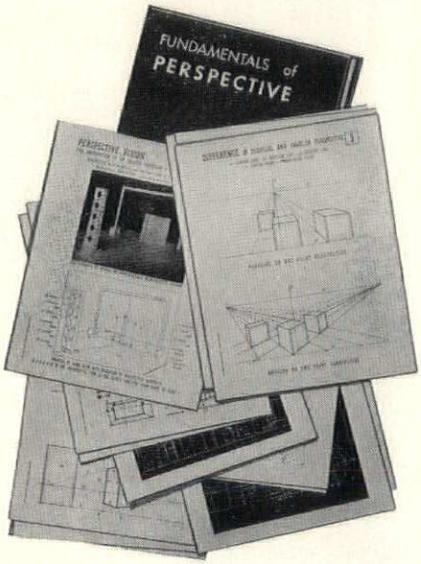

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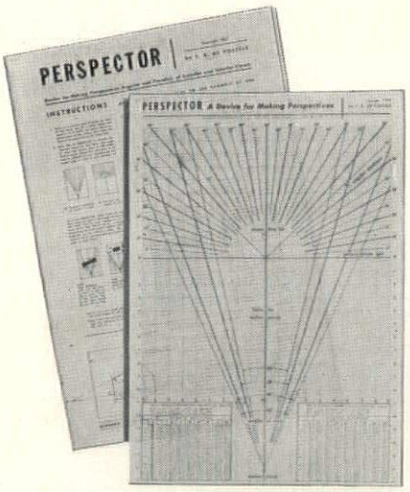

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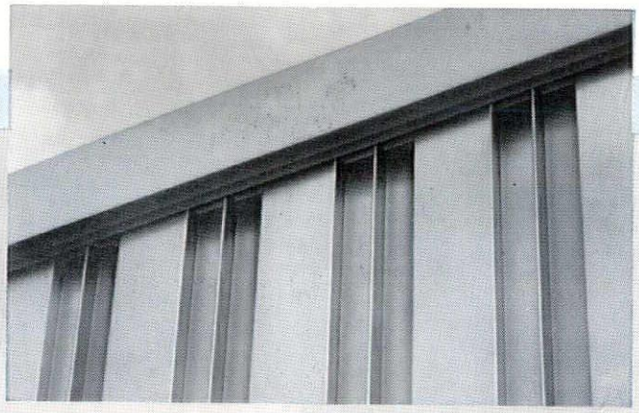

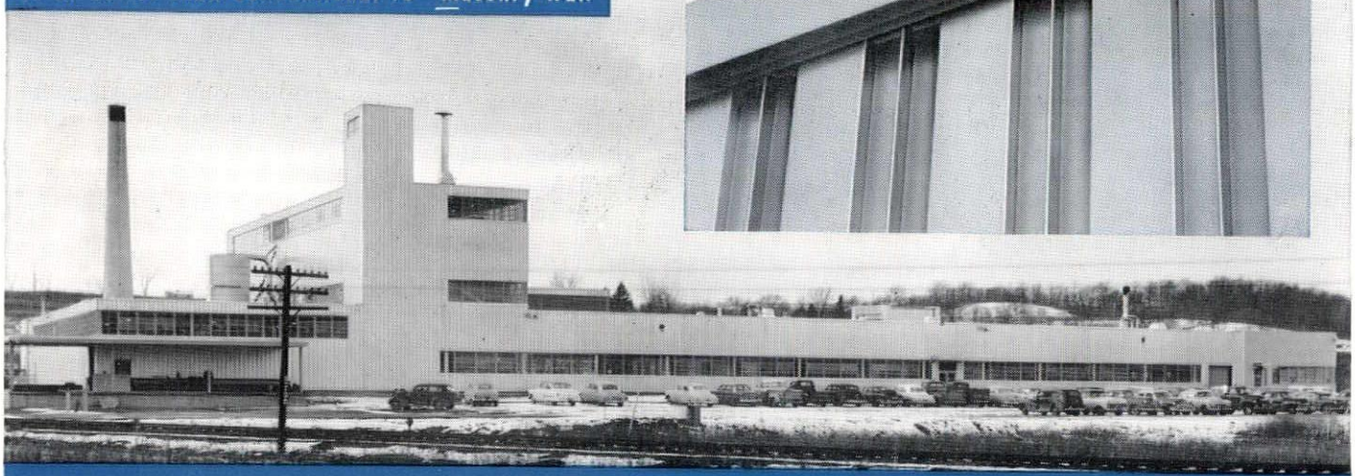

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